

Austria	Sch.22	Indonesia	Rs.3100
Bahrein	Dh.450	Iraq	Rs.2500
Belgium	BFn.450	Portugal	Ec.220
Canada	C\$1.00	Spain	Pe.24-27
Denmark	Kr.10.00	Sweden	SEK.24-27
Egypt	£.22.25	Switzerland	Fr.22-25
Fiji	Fm.2.00	Turkey	L.12.50
Germany	DM.2.30	U.S.A.	\$1.00
Greece	Dr.2.20		
Hong Kong	HK\$12		
Iraq	100 Dinar		
Norway	Nkr.10.00		
USA	\$1.00		

EUROPE'S BUSINESS NEWSPAPER

# FINANCIAL TIMES

No.30,638

Monday September 12 1988

D 8523 A

## World News

## Burma agrees to multi-party elections

The Burmese Parliament bowed to popular pressure and agreed to hold free, multi-party elections within six to 12 weeks. Page 20

**Car bomb kills 10**  
A car bomb exploded on a busy street near the Pakistani Embassy in the Afghan capital, Kabul, killing about 10 people and injuring 40, Tass said.

**Swedish time bomb**  
Swedish police found a time bomb hidden near the podium in a Stockholm suburb where Prime Minister Ingvar Carlsson had spoken to an election rally a few hours earlier.

**Flood waters recede**  
Flood waters covering three-quarters of Bangladesh started to recede, allowing residents to return home. But officials said the number of cases of water-borne disease was rising. Dhaka newspapers claim at least 1,519 people have died.

**UK executive killed**  
Gunmen firing submachine guns killed a British executive of Philippine Coco Estate, an American-Swiss company, in an ambush about 20 km from Davao City, Philippines.

**Charles 'for HK'**  
UK Prime Minister Margaret Thatcher has suggested to Prince Charles that he become governor of Hong Kong in time to hand the British colony over to China in 1997. The Sunday Times newspaper said.

**Tamil 'kill' 12'**  
Tamil extremists killed 12 people, including five children, as the Government announced a plan to try to end ethnic violence by merging the north and east provinces, the Sri Lankan military said. India welcomes plan. Page 2

**Offer to Kurds**  
Israel said it wanted to adopt 200 Kurdish children who it said were orphaned by Iraqi poison gas attacks. Iraq outraged by US. Page 3

**Solidarity move**  
Solidarity leader Lech Walesa and his advisers forged a strategy for talks with Poland's Communist authorities and said restoration of the union's legal status was their central demand.

**Appeal to Pope**  
South African guerrillas welcomed Pope John Paul to Africa with an appeal for him to use his moral authority on behalf of their country's oppressed black majority.

**Latvians unite**  
Latvians united in a new Popular Front demanded their Baltic homeland be declared a sovereign state with full economic autonomy and veto power over Soviet decisions.

**Yugoslav protest**  
Several hundred people took part in a protest rally in Belgrade, Yugoslavia, calling for the dismantling of the Communist Party leadership, blaming it for economic crisis and ethnic friction.

**Anti-Nazi rally**  
About 200,000 people attended a rally in East Berlin to honour the victims of Nazism. East Germany's official news agency, ADN said.

**Iran PM warns**  
Iranian Prime Minister Hosseini Musavi warned parliament that lack of confidence in his Government would cause major problems as his country begins massive post-war reconstruction. Tehran Trade Fair, Page 20

**Cake for Marcos**  
About 5,000 supporters of Ferdinand Marcos celebrated the president's 71st birthday with a rally in Manila and a birthday cake measuring 10 by 25 metres. US bases deadlock. Page 4

**Moscow tees off**  
Golf, once deemed too bourgeois for the Soviet Union, has arrived in Moscow. Grass for the country's first course has been shipped from Sweden.

## Business Summary

## UK decides to deregulate commercial television

By Stewart Fleming, US Editor, in Washington

GOVERNOR Michael Dukakis, on the defensive and lagging in national and several key regional polls, is launching an assault on Vice-President George Bush, his Republican rival, in a bid to regain the initiative before the first televised debate between the presidential candidates on September 26.

Mr Dukakis has been urged by advisers and leaders of his Democratic Party to be more aggressive and agile in his campaign to stop Mr Bush

from setting the agenda. He is expected to deliver a series of hard-hitting speeches on defence and foreign policy later this week.

Since the Republican convention nominated Mr Bush as its candidate last month, his campaign has been seeking to portray Mr Dukakis as another Democrat who cannot be trusted to defend US interests abroad, partly by raising doubts in voters' minds about his patriotism.

Mr Dukakis, in a speech late

last week which increased concern that the mud-slinging is going to intensify, equated the Bush strategy with the Conservative tactics of the early 1950s.

"Republicans cheered as (Senator) Joseph McCarthy slandered good Democrats as Communists and those Republican tactics have not changed... they are now questioning my patriotism... (but) the American people can smell garbage," he said.

Other Democrats are joining

in. On Saturday Congressman Tony Coelho, the House Majority Whip, accused Mr Bush of warning to "treat this country like Nazi Germany" by attacking the Democrats as unpatriotic.

The efforts by the two rivals to smear each other's public image reflects in part their reluctance to stake out bold positions on key issues and the fact that the electorate does not have a clear image or a particularly strong affection for either man.

But the tactics run the risk of further weakening both candidates before one of them finds the race for the White House.

The latest national opinion polls show that Mr Dukakis, who enjoyed a lead of 17 percentage points nationally in late July, has slumped dramatically. A Business Week poll published last week gave Mr Bush a six percentage point lead (54-44 per cent), in line with other recent polling

Continued on Page 24

## Lack of progress in IMF talks deepens Argentine debt crisis

By Gary Mead in Buenos Aires and Stephen Fidler in London

CRUCIAL TALKS between Argentina and the International Monetary Fund, central to efforts to stem the country's growing foreign debt arrears, are making almost no progress, deepening a crisis over the foreign payments position.

The IMF, which has a team currently in Buenos Aires, wants more action to cure a swelling government budget deficit, but no firm proposals have emerged. This makes the prospect of a quick agreement remote, despite statements to the contrary from Argentine government officials.

Separate meetings in New York between the Argentine Government and commercial banks have not yet yielded a firm request for new funds; any agreement over which would in any case depend on an IMF accord. In the meantime, arrears on Argentina's debt to the banks have passed \$1bn.

Against this background, Mr Juan Sourrouille, the Argentine Economy Minister, is to visit the US later this week to explain the Argentine position to officials in Washington and probably to commercial banks in New York.

It is now clear that the series of economic measures announced last month - the so-called Primavera (Spring) Plan - was insufficient to satisfy the IMF executive board.

Board members from at least four countries - West Germany, Japan, Switzerland and the UK - are understood to want more evidence that the

administration of President Raúl Alfonsín is intent on curing the long-term structural problems of the Argentine public sector. This is because of the Government's failure to comply with previous agreements with the IMF to curtail inflation and cure the budget deficit.

These difficulties are frustrating US government attempts to put together a bridging loan of \$500m with the help of other industrialised nations, excluding the UK. This bridging loan is to be negotiated annually just by the monthly meeting in Basle of the Bank for International Settlements.

The US intention was to build the bridge financing entirely on financial and trade sector reform loans from the World Bank, on which progress was made in talks last month. However, some countries are believed to be anxious to see more progress with the IMF before going ahead.

The government has been thought likely to request \$2bn from the commercial banks on top of a \$1.2bn standby credit from the IMF.

While Argentina's trade surplus has been swollen this year by the effect on grain prices of the US drought, foreign exchange reserves are thought to be at a critically low level, perhaps around \$1bn. Interest payments on its \$55bn of foreign debt are about \$5bn annually.

Official forecasts of this year's fiscal deficit put it at

around 4.9 per cent of official Gross Domestic Product of about \$80bn, but independent economists predict the actual figure could be between 6 and 10 per cent. Inflation in August reached 27 per cent.

Apart from attempting to control inflation, the Primavera Plan undertook exchange rate and tariff reform. An undertaking to cut public sector spending by \$500m compares to the figure of \$2bn said by Mr Rodolfo Tarragona, the Minister for Public Works, to be wasted annually just by buying goods at above-market prices.

Argentine officials have suggested that failure to provide new loans will hand the main 1989 presidential election to the opposition Peronist party, which has said it would declare a five-year cessation of interest payments.

Ironically, as the crisis over Argentina deepens, the external debt position of Brazil - the banks' main worry throughout 1987 - is moving closer to being normalised.

The country paid \$240m in interest to banks on Friday to bring it up to date until the end of August on interest payments.

The signing of its new money and rescheduling package with commercial banks could now start before the IMF/World Bank annual meetings in Berlin at the end of this month.

● Argentina will grapple with a halt again today with the 13th general strike under President Alfonsín's Government.

## Rocard joins UK in opposition to Commission tax proposals

By Ian Davidson in Paris

FRANCE HAS joined Britain in opposing the plans of the European Commission for the harmonisation of Value Added Tax in the European Community, as part of the move towards a frontier-free European and West Africa.

MR JEAN-MICHEL Rocard, the French Minister of Finance, has rejected the European Commission's VAT rates on a European average, since this would "panperise" the French budget.

Last week, Mr Nigel Lawson, the British Chancellor of the Exchequer, outlined Britain's fierce opposition to plans for the harmonisation of indirect taxes in a paper sent to other Community finance ministers.

The ministers are due to discuss the issue at a meeting in Crete later this month.

France has higher VAT rates than other members of the Community, and therefore higher VAT revenues - about FF500bn (\$60bn), or 45 per cent of total tax receipts, relative to the UK.

COMMERZBANK, the West German bank, has released more details of the CBI German Index Fund, the first index fund in German equities, which was foreclosed earlier this month. Page 25

INVESTING IN Success Equities, the UK investment trust run by Sydney-based investment company Parfida, is to buy out almost half of News International's 33.3 per cent stake in the Martin chain of newsgroups, which has around 2,000 outlets throughout the UK. Page 26

SCOTISH Investment Trust raised net asset value 9.5 per cent from £15.4p to £16.37p in the nine months to July 31. Total assets rose from £479.8m to £502.8m. Page 26

AUSTRALIAN Foreign Minister Alois Mock arrived in Moscow for talks likely to focus on his country's possible application for membership of the European Community.



Michel Rocard: Opposes Brussels' plans on VAT

Rocard said: "The state cannot meet all these demands," he added. "We are therefore facing a panperisation of the state, which is translated into a deterioration of public capital."

Mr Rocard implied that there was no alternative to high VAT revenues. "This movement is accompanied by a growing and justified intolerance of public opinion towards direct taxation, whether personal or corporate. So what is left? Indirect taxation."

"So I say that the Community is taking a heavy risk in having drawn us down the path which consists of drying up the only significant tax revenue of the future."

For the next two years, he said he expected Community governments to have their hands full with the harmonisation of taxation on savings and investments. "By then, everyone will have seen the light," he said, "and no-one will want to do what is being planned today."

"I am a convinced European," he added, "but one cannot envisage not being able to finance services the state provides."

The slow economic growth which followed the two oil shocks had been accompanied by a growing demand for the services of the state: health, research, education, roads, etc.

Mr Rocard's argument is that the slow economic growth which followed the two oil shocks had been accompanied by a growing demand for the services of the state: health, research, education, roads, etc.

The Business Column: Too soon to reject accepted wisdom in computer manufacture ... Survey: Mobile Communications ... Section III

CONTENTS

THE MONDAY INTERVIEW

Dame Gwyneth Jones made her debut at Covent Garden in 1983 and her appearance in the title role in Puccini's Turandot tonight will both inaugurate the new regime and mark her 25th anniversary at the Royal Opera House

Page 38

1992: Snags loom larger than opportunities for 'Euromortgages'

4

Management Information technology: managing behind a 'culture of bluff'

13

Editorial comment: Reforming the PLO; Scotland's giant quango

18

Lex Oil markets; Gold Fields; IDBs; Irish Distillers

20

Carlton Communications: Technicolor purchase gives world status to the video slave master

21

The Business Column: Too soon to reject accepted wisdom in computer manufacture ... Survey: Mobile Communications ... Section III

22

Crossword

24

Companies

7-10

Editorial Comment

18

Financial Diary

14

International Bonds

24

Money Markets

25-31

Observer

22, 24

Int'l Capital Markets

22, 24

Letters

29

Lex

29

Lombard

19

-London

31-33



## OVERSEAS NEWS

## Sudan famine to worsen, say relief agencies

By Michael Holman in Khartoum

LEADING British relief agencies yesterday warned of a deteriorating situation in southern Sudan, where scores of thousands have died from famine.

The warning, issued by Oxfam and the Save the Children Fund, coincides with the visit to Sudan by Sir Geoffrey Howe, British Foreign Secretary.

In their statement, which appealed to the Sudanese government to allow the relief agencies to take direct responsibility for the distribution of aid, the two organisations said the death rate in some areas was the worst ever recorded in Sudan.

Sir Geoffrey told a news conference in the capital yesterday that reconciliation between the government and the Sudan People's Liberation Army, which has been fighting a guerrilla war in the south for five years, was urgently required if relief were to reach the south.

The war has made an effective feeding operation impossible, and government forces have been accused of misappropriating the limited supplies that do reach the south.

Sir Geoffrey, who had met Mr Sadiq el Mahdi, the Prime Minister, earlier yesterday, announced a British Government contribution of \$1m to an International Red Cross appeal for assistance, and \$1m to help combat the locust threat to the region.

The Foreign Secretary, on the first leg of a six-country African tour, had spent the morning flying by helicopter over the flooded suburbs and

shanties of Khartoum, where more than 1.5m people were left homeless by floods last month.

Many of those worst hit are refugees from the war. As many as 1m southerners have fled the conflict, 250,000 taking refuge in south-eastern Ethiopia, while 500,000 have trekked north to the comparative safety of Khartoum.

Even before the floods, conditions there were appalling. Shanties on the fringes of the city were without sanitation or water. Two recent rains have washed away the flimsy shacks and raised the risk of cholera and typhoid.

After his flight, Sir Geoffrey visited a camp of 500 tents provided by the British Government, housing 3,000 people. The new aid announcement brings Britain's total assistance this year to more than £12m. At the news conference, Sir Geoffrey also stressed the importance of a sound economic recovery programme for Sudan, a clear reference to Britain's concern about the continuing failure of the Sudanese government to reach an agreement on policy with the International Monetary Fund.

The agreement is an essential pre-condition to the rescheduling of the country's external debt, which exceeds £12bn.

Sir Geoffrey was due to leave Khartoum yesterday afternoon for a brief stopover in Addis Ababa, where he plans to meet government ministers before flying on to Kenya on the third leg of a journey which will also take him to Uganda, Tanzania and Mozambique.

## Palestinian stabs West Bank official

By Eric Silver in Jerusalem

A PALESTINIAN surrendered to the police yesterday after stabbing the Arab head of medical services in the West Bank town of Jenin.

Dr Ahmed Shinty was reported in serious condition but out of danger, in an Israeli hospital. The assailant is understood to be a business man whose shop was stoned last week by militants, accusing him of collaborating with the occupying authority.

It is suspected he was trying to prove his loyalty to the Palestinian cause by attacking an official working for the Israeli administration.

This is the fourth case on the West Bank, in as many days, of assaults on alleged collaborators in retaliation for an Israeli drive to smash local committees said to be orchestrating the nine-month-old Palestinian uprising. The three earlier victims were murdered.

The army crackdown continued yesterday with raids on three villages. Four Arab civilians were reported to have been wounded by live ammunition.



**IF IT'S IMPORTANT,  
DON'T JUST FAX IT.**

*dex it!*

With dex high tech facsimiles  
from Japan's No.1 computer maker.

**FUJITSU**

call 01-573-4444

Dealer enquiries invited

## Burkina's women cultivate financial independence

Nicholas Woodsworth reports on the success of collective initiatives in improving standards of living

Koudopko Oueddrogo is in her early forties, but like many rural African women her age, she is already old. Her skin is dried and wrinkled, and her gait bowed. None of this is surprising. Her life has been spent in incessant physical labour and almost constant pregnancy.

The situation is slowly changing today. Unicef and other agencies concerned with the social aspects of development in Africa are actively promoting the concept that the well-being of women has a direct effect on the overall economic well-being of the community.

Health and motherhood are no longer the sole preoccupations of programmes for women, and their economic role is now being acknowledged.

But age-old traditions do not disappear overnight. Although many African governments now have ministries for women's affairs, their initiatives are frequently underfunded, half-hearted, and ineffective.

Often, their national women's organisations are little more than female auxiliaries of ruling political parties.

The arid and land-locked West African state of Burkina Faso, however, is one country where significant progress in women's development has been made in recent years.

The women's movement – a grass-roots initiative of rural self-help run for and by women – was given major



Women are a virtually ignored factor in Africa's economy

impetus in 1984 under the radical programme of social reform initiated by Captain Thomas Sankara, the late President of Burkina Faso.

The women of Burkina are better organised than most in Africa because survival depends on it.

Twenty years of drought, desertification, hunger, and unemployment in this desperately poor nation have driven large numbers of men to look for work outside the country.

Sitting under the mango tree where the village elders of the small community of Sapone usually gather, she is happy to talk to visitors.

For the first time, she

The first is the alleviation of the daily drudgery which consumes hours of time and much physical effort. They would like to see, for example, better access to safe drinking water. The sinking of village wells would save round-trip treks of up to 10 kms.

Small-scale village grain mills to mechanically crush millet would also do much to ease their lives. Even the possession of the simplest farming tools would save much tedious labour.

The second, more long-term objective is economic independence.

Women will have no control over their future until they have some control over financial resources, says Esther Tege, head of women's projects at the Oxfam national headquarters in Ouagadougou, Burkina Faso's capital.

One answer to both of these problems lies in small, collective fund-raising initiatives.

These can provide both the money for labour-saving devices and the economic independence women so badly

need.

By pooling their resources,

the women of Sapone have undertaken several successful projects.

One need go no further than Koudopko Oueddrogo for an example of such an initiative.

From head to toe, every piece of clothing she wears is a product of the 70-member village women's group.

The cotton the clothes are made from was grown in a field owned and worked by the women's collective. It was carded, spun, and woven on simple equipment in the village, and dyed with locally-grown indigo. Such clothing is now sold in several local markets.

Other similar initiatives include the purchasing of surplus stocks of grain to be stored in the growing season, and the production and sale of soap, vegetables and millet beer.

In slack periods of the agricultural year, the women even hold "soirées dansantes" – or dance evenings – to raise extra money for their projects.

While the state provides extension training, literacy programmes and the organisational structures necessary to promote such developments, numerous aid agencies provide initial funding.

What are, in fact, grants are presented to the women's groups as loans. They are then paid back into revolving funds used to finance village mills, wells, farming implements or further fund-raising projects.

While real advances have been made in Sapone and other Burkina villages, life for women remains difficult.

## GE CAPITAL CORPORATE FINANCE GROUP

A FRESH LOOK AT ACQUISITION FINANCE IN LONDON

\$185,000,000  
Revolving Credit Facility  
\$100,000,000  
Senior Term Loan  
\$20,000,000  
Mezzanine Loan

**Wickes Lumber Company**  
(a new company formed by management and certain investors)  
has acquired the  
**Wickes Lumber Division**  
of  
**Wickes Companies, Inc.**

Senior and mezzanine financing provided by

**GE Capital**

A GE Financial Services Company

USA



\$65,000,000  
to facilitate the purchase of  
**The Butler Group, Inc.**  
(through the acquisition of Butler Securities, Inc from Sears plc)

by  
**Butler Acquisition Group, Incorporated**  
(a corporation formed by management)

Acquisition and Working Capital financing provided by

**GE Capital**

A GE Financial Services Company

USA

\$3,862,000,000  
to facilitate the purchase of  
**Montgomery Ward & Co., Incorporated**

by  
**FFB Acquisition Corp.**  
(a corporation formed by Management, GE Capital and Kidder, Peabody & Co Incorporated)

from:  
**Mobil Corporation**  
The undersigned participated jointly with management in negotiations provided the financing and acted as lead equity investor to FFB Acquisition Corp.

**GE Capital**

A GE Financial Services Company

\$14,000,000  
line of credit to

**Danners, Inc.**

an affiliate of

**The Sherman Clay Group**

Financing provided by

**GE Capital**

A GE Financial Services Company

USA

\$251,000,000  
Senior Debt

\$127,000,000  
Subordinated Debt

**U.S. Cable Television Group, L.P.**  
(a partnership formed by Martin Pompadour and Etihad Rule)

has acquired the assets of the

**C4 Media Cable Companies**

and the

**Essex Cable Companies**

**GE Capital**

A GE Financial Services Company

USA

GE Capital\*, the financial services arm of General Electric (U.S.A.)\* is a market leader in acquisition finance in the US with over 20 years' experience in the financing of LBOs. In the past three years alone, we have committed over \$7 billion to buy-outs and corporate restructuring.

We have now established an experienced UK and European team based in London, and are well-placed to play our full part in the development of an increasingly active period in corporate acquisitions and divestments throughout Western Europe.

Backed by GE Capital's total assets of over \$36 billion, our European operation can clearly offer financial strength. As importantly, we will provide individual attention to your needs, innovative deal structuring and a proven commitment to providing financing for leveraged acquisitions, management buyouts, corporate restructuring, bridge loans and recapitalisations.

You can find our management team on the front page of Section 2 and at:

**GE CAPITAL  
CORPORATE FINANCE GROUP LTD**  
20 St. James's Street, London SW1A 1ES.  
Tel: 01-321 0177. Fax: 01-321 0442.  
Member of The Securities Association



**GE Capital**

\*Not affiliated with the English company of a similar name.

## OVERSEAS NEWS

# Snags loom larger than opportunities for 'Euromortgages'

Serious difficulties could lie ahead in disputes over what constitutes

financial techniques, David Barchard reports

**F**EW TASKS on the road to a single European market look more daunting than that of drawing together the national housing finance systems in the Community.

Levels of owner-occupancy vary from 43 per cent in the Netherlands to 75 per cent in Ireland. In several wealthier member-states, notably West Germany, a healthy market in rented accommodation has meant that owner-occupancy has not acquired the overriding importance in personal finance and retail banking which it has in Britain.

The legal systems, the institutions, and the financial products which support house purchase have evolved differently and are steeped in each country's national culture. Diversity has thwarted efforts by the Commission to create a single housing finance market in the familiar way by harmonising legislation.

"Harmonisation has proved to be impossibly complex in the case of the mortgage markets and we cannot introduce special mortgage banking legislation for the UK or West Germany," says one of the Commission officials working on housing finance.

So instead of trying to introduce a special mortgage finance directive, the Commission is likely to confine its leg-

islation on housing finance to its recently completed Second Banking Co-ordination Directive due this year. This will not try to harmonise national mortgage systems but will introduce mutual recognition of techniques. In other words, mortgage lenders will be able to work in the EC outside their home country as if they were working at home.

"There is some doubt in the industry as to the practicality of what the Commission is proposing," says Mr Paul Gardner Bougourd, in charge of Abbey National Building Society's European operations. However, the Commission's resolve to encourage a single housing finance market has led increasing numbers of banks to engage in cross-frontier activity, the easiest form being to fund lending by a mortgage specialist in another member-state.

A few organisations have gone to the next stage and set up mortgage subsidiaries in other EC countries. However, mutual recognition of techniques has not yet been achieved easily and may employ any mortgage technique they wish.

Mr Michel Le Galle, of Compagnie Bancaire in Paris, "The horizon of 1992 was in the air and our basic aim was to be established in each of the major European countries and learn their practices."

OWNER-OCCUPATION RATES	
Country	%
Switzerland	30
Luxembourg	30
Sweden	57
West Germany	57
Denmark	52
France	47
Belgium	51
Netherlands	44
UK*	64
Italy	59
Spain	64
Ireland	74

\*1987. \*\*1979. Other figures are various years, 1979-81.

Sources: OECD and Building Socys Assn

The obvious market to go to was the British one, where deregulation has gone furthest, and new players are admitted easily and may employ any mortgage technique they wish. Compagnie Bancaire's mortgage subsidiary UCB bought an American UK mortgage company and has since notched up a UK mortgage book of just under £700m.

UCB is just one of a steady flow of new entrants into the British mortgage market. Others to arrive in the past two

years include Denmark's three largest mortgage lenders marketing Danish-style mortgage bonds; all the major French lenders of non-subsidised mortgages, including Crédit Agricole, Paribas and BNP (which made a commanding entry into the UK market in early August by acquiring Chemical Bank's UK mortgage subsidiary); and Algemene Bank Nederland from the Netherlands.

The larger British mortgage lenders, such as the Halifax and Abbey National building societies, view this influx with equanimity. For them an "open mortgage market" means strength rather than vulnerability. "1992, if it achieves anything," says Mr Ian Lumsden, who is in charge of 1992 research and strategy at the Halifax, "should make host-countries less defensive."

So far, only three British institutions have made moves into the European mortgage markets. Midland Bank's French subsidiary, the result of an acquisition in the late 1970s, is the largest foreign player in the French mortgage market. Abbey National launched a subsidiary in Spain this year and the Halifax is known to be working on plans to go into Europe, again probably into the Spanish market.

The British may find the way into Europe easier for the eagerness of for-

mer mortgage lenders to adopt British products. BNP's purchase of Chemical Bank's UK mortgage book, for instance, was accompanied by a statement from Mr Jacques Wahl, its managing director for international activities, that the bank was considering marketing British-style endowment mortgages in other EC member-states.

Abbey National is already trying out the endowment mortgage in Abbeycom, its Spanish joint venture with a Swiss partner. But not everyone is sure that the endowment mortgage, attractive because of the higher commissions that go with it, will transplant easily into other EC countries. "No other country separates mortgages into credit products and repayment products as in the endowment mortgage," says Mr David Kingham, assistant general manager at Crédit Agricole's London subsidiary. "One feels a certain amount of scepticism from colleagues in Europe, but also tremendous interest in whether or not it will work elsewhere."

The obstacles to greater cross-frontier penetration are formidable. West Germany, for instance, makes little pretence of wanting to see foreigners enter its markets and the major German mortgage banks are barred by law from operat-

ing outside the country. With a highly developed and sternly regulated system of Pfandbriefe (collateralised fixed-rate mortgage bonds backed by a pool of mortgage loans) and a specialist mortgage bank, a subsidiary of Kommerzbank.

"It will mean a terrible lot of work for us as there are 12 different legal systems to consider ... we are having a look at Denmark, the Netherlands, Belgium and Luxembourg."

The Commission hopes this picture of gradual in-market penetration will be dramatically altered by the end of the decade. By 1992, if present plans go ahead, lenders should be free to cross borders on their own terms and operate abroad more or less as they do at home.

West German bankers have warned against any attempt to dilute the quality of their mortgage bonds and resisted Commission plans for the creation of a European mortgage bond. "It is obvious that they don't want newcomers," says Mr Le Galle.

However two of the three big Danish mortgage companies have recently established operations in Frankfurt. More important, on July 1 this year, German mortgage banks for the first time gained the legal authority to operate outside Germany, though there are

societies to stay open on Saturday morning. In Belgium consumer protection law bans the use of variable interest rates for mortgages, yet it is hard to see how British building societies could operate there without them.

Most fundamental of all is the question of regulation. The Commission envisages that mortgage lenders would be regulated by the statutory authority in their home countries. But monitoring of their activities in another EC country would be carried out by the local regulator, which would forward information to the home-country authorities.

Just how all this would work in practice few of the big cross-national lenders can predict. Some say privately, however, that conditions will get steadily tougher for local mortgage lenders, such as the smaller British building societies, used to working with savings and loans in a sheltered market.

"It is safe to say that there will be an increasing number of cross-frontier operations," says Mr Lumsden. "But we are not going to see a homogeneous European mortgage market." Although the initial level of legal obstacles would disappear, cultural, legal, and linguistic differences would persist after 1992.

## U Nu, still willing to lead after four decades

Burma's alternative ruler may find the levers of power are out of his hands, writes Roger Matthews

**U** NU, the 88-year-old Burmese politician who on Friday unilaterally declared himself head of a provisional government, is as much a part of his country's cracking political furniture as the man whom all the opposition forces ultimately wish to remove, General Ne Win.

The two men share a 50-year political history which divides itself almost exactly into two periods: the first 25 years marked by common objectives and shared achievement, the second 25 years in more or less bitter conflict.

For U Nu, there must be a particular personal satisfaction in announcing himself as head of a provisional government, even if the foundations for his claim remain difficult to assess because of the inevitable frag-

mentation and confusion among emerging opposition factions.

Friends of U Nu say that he was the last democratically elected prime minister, ousted by Ne Win's coup in 1962, it would be just and politically acceptable for the "democratic brother" to be passed back to him.

"He has an unblemished record as a Buddhist and as a democrat," said one of his supporters yesterday.

As a nationalist, U Nu was one of the famous "Thirty Comrades" who formed the nucleus of the Burmese opposition to British colonial rule.

So too, his luck. Only illness prevented him attending the fateful meeting at which Aung San and six top party leaders were assassinated but having said that he wished to be

smartly switched their allegiance to the advancing allies.

When Aung San, the still-revered leader of the independence movement whose photograph has dominated the demonstrations of the past month, was murdered in 1947, U Nu was persuaded by the British to take over. He did so apparently reluctantly, and after lengthy astrological consultations, chose the moment of Burma's independence - 420pm on January 4, 1948. U Nu's affection for astrology and his devotion to Buddhism have formed an important part of his political life.

So too, his luck. Only illness prevented him attending the fateful meeting at which Aung San and six top party leaders were assassinated but having said that he wished to be

Prime Minister for only six months, U Nu appears to have changed his mind so that, four decades later, he is still willing to resume the mantle.

His devotion to Buddhism has been no less durable. As

U Nu and Ne Win share a 50-year history

- the first 25 years marked by shared achievement, the second by bitter conflict

Prime Minister, he briefly succeeded in establishing Buddhism as the state religion. But it was a divisive policy, creating uncertainty and opposition among other religions, and playing no small part in the growing paralysis of his Union

Party, which was toppled by the Ne Win coup in 1962.

For the next 25 years, U Nu sought to reverse that coup. He was in jail for four years and on his release, again demanded the reintroduction of democratic rule. When Ne Win predictably refused, U Nu was allowed to leave Burma and until 1980 campaigned ceaselessly against the regime.

In 1970, he set up the National United Liberation Front operating from Thailand, a country with which U Nu had developed close relations.

The NULF mounted armed raids across the border and briefly seized small pockets of territory, but in less than two years it collapsed under the weight of disagreements on the degree of autonomy to be granted to Burma's ethnic

groups. From his base in India, U Nu took advantage of the 1980 Ne Win amnesty to return to Burma on condition that he eschewed politics.

For much of the past eight years, U Nu has devoted himself to translating Buddhist scriptures and waiting. Last Friday, he wrote in an open letter: "I have taken back the power which General Ne Win had taken from me. It has come back into my hands, and I announce this fact with joy."

Sitting little more than a mile away in Bangkok and still operating some of the levers of power, General Ne Win has yet to make a response. However, they both may find that after 50 years, neither of them has any longer the same capacity to propose or dispose of the future of their country.

## Rowntree plc Ordinary shareholders

### RECOMMENDED OFFER FOR ROWNTREE ORDINARY SHARES

### ORDINARY OFFER CLOSES ON 26 SEPTEMBER 1988

County NatWest Limited, on behalf of Nestlé Holdings (U.K.) PLC ("Nestlé"), hereby gives notice, in accordance with the City Code on Take-overs and Mergers, that the recommended offer for the Rowntree Ordinary shares ("the Ordinary Offer") will close at 3.00 pm on Monday 26 September 1988.

- This notice is published by County NatWest Limited on behalf of Nestlé and should be read in conjunction with the original offer document dated 18 May 1988 and the increased offer document dated 7 July 1988 both issued by County NatWest Limited on behalf of Nestlé and addressed to Rowntree shareholders. Copies of the original and increased offer documents together with forms of acceptance are available from National Westminster Bank PLC, New Issues Department, PO Box 33, 153-157 Commercial Road, London E1 2DB (Tel: 01-791 0011).
- The issue of this notice has been approved by the Board of Nestlé. The Directors of Nestlé (including those who have delegated supervision of this document) accept responsibility for the information contained in this notice. To the best of their knowledge and belief (having taken all reasonable care to ensure that such is the case) the information contained herein is in accordance with the facts and does not omit anything likely to affect the import of such information.

## HK likely to lose 45,000 professionals this year

By John Elliott in Hong Kong

HONG KONG is likely to lose more than 45,000 local Chinese people this year, mostly valuable young professionals, who are emigrating to countries such as Australia, Canada and the US before the territory is transferred to China's sovereignty in 1997. The total next year could reach another 50,000.

These figures are emerging from inquiries by a task force set up by the Hong Kong Government. They show an increase of about 50 per cent over last year's total, but are not nearly as high as earlier forecasts of 70,000-100,000. The details will be announced by Sir David Wilson, Hong Kong's governor, in his annual speech to the territory's legislative council on October 12.

Filipino bid to break deadlock on US bases

MR RAUL Manglapus, the Philippines Foreign Secretary, left for Washington yesterday to try to break the deadlock in talks on US bases, which are stalled over compensation demands, AP reports from Manila.

He is to meet Mr George Shultz, Secretary of State, and Mr Frank Carlucci, Defence Secretary, and other senior Administration and congressional figures. He will also attend the UN General Assembly session in New York later this month.

Filipino officials said Mr Manglapus will press for a substantial increase in the \$180m which the US pays annually for use of Clark Air Base, the Subic Bay Naval Base and four smaller installations.

In April, the US and Philippines began reviewing terms of the 1947 Military Bases Agreement, which provides for US use of the bases until 1991. The talks were adjourned last month. Manila has demanded \$1.2bn annually for the last two years of the deal.

U.S. \$30,000,000  
Medillura Finance B.V.  
Guaranteed Floating Rate Notes due 1988  
Guaranteed on subordinated basis by Libra Bank PLC  
For the three months September 12, 1988 to December 12, 1988 the Notes will bear an interest rate of 8% per annum on the principal amount. The principal amount of U.S. \$10,000 will be U.S. \$219.40.  
September 12, 1988

Sir David's speech will come at a politically sensitive time because it follows the end of the first consultative period on the territory's new basic law to be prepared by Peking. A delegation of senior Peking officials is in Hong Kong discussing the law with various interests.

It is thought that long-term concessions are likely to be made on several key issues, such as elections and accountability to Peking, in the next draft of the law, which will be issued in three or four months.

Hong Kong companies are suffering because they are losing valuable experienced staff, although company chairmen insist that they have plenty of talented people to fill the vacancies.

## SHIPPING REPORT

### Crude fall hits tankers

By Terry Dodsworth

THE decline in crude oil prices had a negative impact on the tanker market last week, with traders reluctant to commit themselves to shipping more oil in the light of forecasts of further price deterioration.

Galbraith, the ship brokers, said that as a result, large ship

UK (tns)	TRADE STATISTICS		
	July '88	June '88	May '88
exports	6,775	6,837	6,543
imports	9,427	8,378	8,227
balance	-2,651	-1,541	-1,684
Japan (US\$bn)	21,670	21,260	20,288
exports	14,433	15,070	13,489
imports	21,670	21,260	20,288
balance	-7,237	+8,180	+7,511
USA (tns)	June '88	May '88	April '88
exports	26,812	27,478	28,029
imports	32,932	37,240	38,333
balance	-6,120	-4,762	-10,304
France (Ptns)	exports	83,948	82,507
imports	64,037	84,085	61,533
balance	+19,911	-2,582	-17,510
W.Germany (DMtns)	exports	46,750	44,490
imports	37,190	33,540	36,060
balance	+9,560	+10,940</td	

You're a businessman. Perhaps you're a parent too. Imagine this child was born with a physical disability which left him unable to move. Need we say you'd do whatever was in your power to ensure the business, every function, did you could? No expense spared.

Now imagine this child has a mental handicap. You're a parent who gives support.

What would you do? You'd do whatever it took to help him with a mental handicap. From the moment he was born, you'd do whatever it took. And if necessary,

you'd do whatever it took to make sure his rights were protected. We have our own legal

team, and we have our own advocacy service. Our Gateway Clubs provide leisure

and social opportunities for disabled children. And we have our own medical

team, and we have our own medical equipment. And there's someone there to care when parents

need support. That's the support MenCap provides.

So, if you're a businessman, or a parent, or both, we'd like you to consider supporting us. Because whatever

you do, we're sure you'll do it with enthusiasm. And that's what MenCap needs.

For more information, contact E.G. Rutter.

Or simply send a copy of this advertisement to us. Now, the

We're appealing to a  
businessman, but we hope  
a parent responds.

Without your help we're handicapped.

M E N C A P



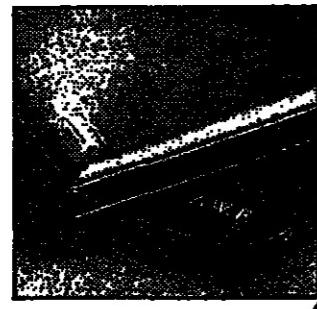
# FT ESSENTIALS...

## A LITTLE LUXURY YOUR BUSINESS CAN AFFORD.

This new, exclusive collection could only have come from the FT because our experience ensures that everything is designed to make the right impression – in terms of elegance and efficiency. We've combined the finest materials and craftsmanship with a total practicality that's appreciated in today's business environment. Every item is lined in FT-pink moiré silk and is available either in superb, handworked leather or a superior imitation leather with the look and feel of real calfskin. So all tastes and budgets are catered for.

### THE IDEAL CONFERENCE COMPANION

The extremely practical FT Conference Folder benefits from our experience of organising successful conferences worldwide, and our knowledge of what constitutes the ideal meeting folder. The unique ring binder allows you to organise your material for easy reference. It's equipped with a calculator and a supply of plastic leaves. There are pockets to store papers and business cards, a large and small notepad and two pen pockets. Choose from the finest haircell finish leather or the excellent simulated leather version.



### LARGER THAN A FOLDER – SMALLER THAN A BRIEFCASE

The FT Document Case is so versatile it's more like a mini-briefcase. A ring binder system provides easy reference to papers, while pockets take A4 sheets. It also has plastic leaves, penloops, and a lockable zip. A smart and secure way to carry documents. Again, choose from the finest black leather or the hardwearing simulated leather version.

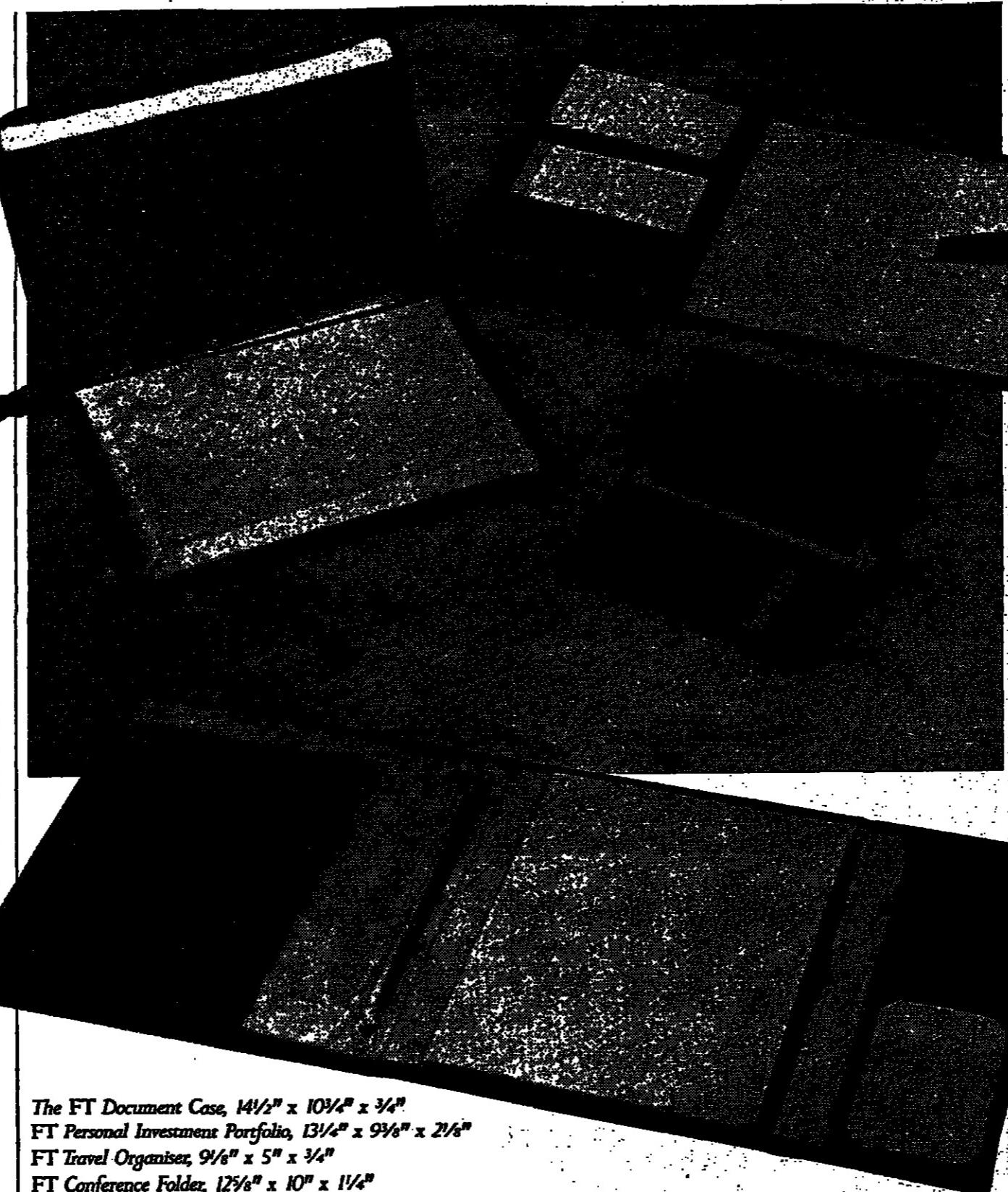


### WHY DIDN'T SOMEBODY THINK OF IT BEFORE!

The FT Travel Organiser contains everything you need while travelling abroad – all in one place. Pockets for traveller's cheques, airline tickets and currency; sections for your passport and cheque book. The ring binder is fitted with a detachable wallet with space for currency and credit cards – as well as a zip-up pocket for coinage. Handy for keeping UK and foreign money separate. Essential for the business person on the move. Totally compatible with the Travel section from FT Factmaster.



The best way of keeping everything together when you're on the move – the FT Travel Organiser



The FT Document Case, 14½" x 10¾" x ¾"  
FT Personal Investors Portfolio, 13¼" x 9¾" x 2½"  
FT Travel Organiser, 9¾" x 5" x ¾"  
FT Conference Folder, 12¾" x 10" x 1¼"

Please return to: FT Collection, Financial Times Business Information Ltd, 7th Floor, 50-64 Broadway, St. James's Park, London SW1H 0BB.  
Tel: 01-799 2002. Telex: 927282 FINTIMB. Fax: 01-799 2268.

### ORDER FORM

#### How to complete your order

- Indicate the number and type of product you require. For orders of less than 25 items, please refer to the UK/Overseas price bands. For orders of 25 items or more, please refer to the relevant discount band.
- Indicate how many items you wish to have gold-blocked with your initials and/or logo.
- If your order totals less than £150, please complete the payment details below.

#### DISCOUNTS APPLY TO THE TOTAL NUMBER OF ITEMS ORDERED FROM THIS RANGE

The discounts shown below apply when your order totals more than 25 items; the prices exclude postage, packaging and VAT. We will calculate the most economical way of despatching your goods and add this charge (plus VAT where applicable) to your invoice. Our payment terms are net monthly.

CODE	FT ESSENTIALS	UK PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	OVERSEAS PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	DISCOUNT RATES			
				25-49 ITEMS	50-99 ITEMS	100-249 ITEMS	250-499 ITEMS
CFL 07635	2180 Conference Folder, black leather	£85.67	£144.50	£65.00	£64.33	£61.50	£59.33
CFS 07640	2185 Conference Folder, simulated black leather	£88.42	£149.50	£82.00	£80.85	£78.60	£76.90
DCL 07614	2170 Document Case, black leather	£55.31	£53.10	£42.00	£41.85	£40.00	£38.60
DCS 07626	2175 Document Case, simulated black leather	£50.30	£51.35	£22.00	£22.30	£21.30	£20.55
PPL 07651	2190 Personal Investors Portfolio, black leather	£68.13	£69.25	£52.20	£51.10	£48.80	£47.10
PFS 07663	2195 Personal Investors Portfolio, simulated black leather	£63.70	£68.00	£32.65	£31.95	£30.55	£29.45
TOL 07615	2200 Travel Organiser, black leather	£71.58	£67.25	£56.00	£55.35	£52.90	£51.05
TOS 07687	2205 Travel Organiser, simulated black leather	£53.47	£51.50	£42.10	£41.20	£39.35	£38.00

TOTAL NUMBER OF ITEMS ORDERED

ITEMS

CODE	FT ESSENTIALS	UK PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	OVERSEAS PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	DISCOUNT RATES			
				25-49 ITEMS	50-99 ITEMS	100-249 ITEMS	250-499 ITEMS
CFL 07635	2180 Conference Folder, black leather	£85.67	£144.50	£65.00	£64.33	£61.50	£59.33
CFS 07640	2185 Conference Folder, simulated black leather	£88.42	£149.50	£82.00	£80.85	£78.60	£76.90
DCL 07614	2170 Document Case, black leather	£55.31	£53.10	£42.00	£41.85	£40.00	£38.60
DCS 07626	2175 Document Case, simulated black leather	£50.30	£51.35	£22.00	£22.30	£21.30	£20.55
PPL 07651	2190 Personal Investors Portfolio, black leather	£68.13	£69.25	£52.20	£51.10	£48.80	£47.10
PFS 07663	2195 Personal Investors Portfolio, simulated black leather	£63.70	£68.00	£32.65	£31.95	£30.55	£29.45
TOL 07615	2200 Travel Organiser, black leather	£71.58	£67.25	£56.00	£55.35	£52.90	£51.05
TOS 07687	2205 Travel Organiser, simulated black leather	£53.47	£51.50	£42.10	£41.20	£39.35	£38.00

ITEMS

CODE	FT ESSENTIALS	UK PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	OVERSEAS PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	DISCOUNT RATES			
				25-49 ITEMS	50-99 ITEMS	100-249 ITEMS	250-499 ITEMS
CFL 07635	2180 Conference Folder, black leather	£85.67	£144.50	£65.00	£64.33	£61.50	£59.33
CFS 07640	2185 Conference Folder, simulated black leather	£88.42	£149.50	£82.00	£80.85	£78.60	£76.90
DCL 07614	2170 Document Case, black leather	£55.31	£53.10	£42.00	£41.85	£40.00	£38.60
DCS 07626	2175 Document Case, simulated black leather	£50.30	£51.35	£22.00	£22.30	£21.30	£20.55
PPL 07651	2190 Personal Investors Portfolio, black leather	£68.13	£69.25	£52.20	£51.10	£48.80	£47.10
PFS 07663	2195 Personal Investors Portfolio, simulated black leather	£63.70	£68.00	£32.65	£31.95	£30.55	£29.45
TOL 07615	2200 Travel Organiser, black leather	£71.58	£67.25	£56.00	£55.35	£52.90	£51.05
TOS 07687	2205 Travel Organiser, simulated black leather	£53.47	£51.50	£42.10	£41.20	£39.35	£38.00

ITEMS

CODE	FT ESSENTIALS	UK PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	OVERSEAS PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	DISCOUNT RATES			
				25-49 ITEMS	50-99 ITEMS	100-249 ITEMS	250-499 ITEMS
CFL 07635	2180 Conference Folder, black leather	£85.67	£144.50	£65.00	£64.33	£61.50	£59.33
CFS 07640	2185 Conference Folder, simulated black leather	£88.42	£149.50	£82.00	£80.85	£78.60	£76.90
DCL 07614	2170 Document Case, black leather	£55.31	£53.10	£42.00	£41.85	£40.00	£38.60
DCS 07626	2175 Document Case, simulated black leather	£50.30	£51.35	£22.00	£22.30	£21.30	£20.55
PPL 07651	2190 Personal Investors Portfolio, black leather	£68.13	£69.25	£52.20	£51.10	£48.80	£47.10
PFS 07663	2195 Personal Investors Portfolio, simulated black leather	£63.70	£68.00	£32.65	£31.95	£30.55	£29.45
TOL 07615	2200 Travel Organiser, black leather	£71.58	£67.25	£56.00	£55.35	£52.90	£51.05
TOS 07687	2205 Travel Organiser, simulated black leather	£53.47	£51.50	£42.10	£41.20	£39.35	£38.00

ITEMS

CODE	FT ESSENTIALS	UK PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	OVERSEAS PRICE ON A TOTAL OF 1-24 ITEMS (INC. P&P & VAT)	DISCOUNT RATES			
25-49 ITEMS	50-99 ITEMS	100-249 ITEMS	250-499 ITEMS				





<tbl\_r cells="8" ix="5"

## UK NEWS

## White Paper to envisage drastic deregulation of commercial TV

By Raymond Snoddy

THE GOVERNMENT has decided on a drastic deregulation of Britain's main commercial television channel to increase competition in the commercial television sector.

The policy White Paper on the future of broadcasting, now being completed, will advocate that in future companies operating commercial television franchises can be taken over on the Stock Exchange like any other company.

In the past the Independent Broadcasting Authority, the regulatory body for commercial broadcasting, has blocked takeovers of ITV companies. In 1984 the IBA ruled that a £75m Rank bid for Granada, the television, bingo, and motorway and computer services group, was "unacceptable" even though only about 20 per cent of group profits came from Granada's commercial television franchise. Earlier the IBA had also blocked a bid from Carlton Communications for Thames Television even though the two owners, Thorn EMI and the BET group, were willing to sell.

The body that is to replace

the IBA, a new commercial television authority which will oversee cable and satellite as well as land-based commercial television, will not have the power to block the takeover of commercial broadcasters.

It is likely, however, that there will be a form of "golden share", designed to keep the companies that win the new franchises starting in 1993 at least under European Community, and if legally possible under British control.

The new franchises will be awarded by a process of competitive tender rather than on the site judgment of a regulatory body, as has been the case since the launch of ITV more than 30 years ago.

A bid from the tiny Channel Islands company, all Britain's 16 commercial television franchise holders, have Stock Exchange quotations and together are probably worth more than £500m.

Under the Government's plans, ITV will, in effect, lose virtually all its public service obligations and will be free, subject to the constraints of Lord Rees-Mogg's Broadcasting

Standards Council, to compete head-on with the new service and satellite broadcasters.

In future only the state-owned British Broadcasting Corporation will work to the traditional dictum of public service broadcasting — to inform and educate as well as entertain — although the Government also wishes to protect Channel 4's remit to provide innovative programming.

The main exceptions for ITV will be an obligation to continue providing regional programming and carry news.

The Government is, however, determined that there should be competition in the provision of commercial television news. The White Paper, which is expected to be published in late October or in November, will say that the new ITV franchise holders will be under no obligation to take their television news service from the present supplier, Independent Television News.

This could be a serious threat to the future of ITN, which is a wholly-owned subsidiary of the ITV companies. A bill designed to create a new structure for British commercial broadcasting, including a vast potential expansion of commercial radio, will be introduced into Parliament next autumn and could receive the Royal Assent by July 1989. Carlton Communications' Technicolor deal, Page 21.

## Promotion of unleaded fuel 'could be stronger'

By John Griffiths

THE GOVERNMENT appears likely to face growing criticism of its role in promoting the use of unleaded fuel following its publication on Friday of rules requiring new cars to run on the fuel starting from October next year.

Nearly two-thirds of the 20.5m cars on UK roads could be run on unleaded fuel now, although most would require a minor modification.

However, unleaded currently accounts for only 1 per cent of total car fuel sales, despite its now being available at nearly 10 per cent of the country's 21,000 filling stations.

The Campaign for Lead Free Air (CLEAR), some vehicle makers and fuel companies are questioning whether the Government is doing enough to promote unleaded fuel, whether through fiscal measures or by direct promotion.

A spokesman for the Petroleum Industries Association said at the weekend that "a further educational process is needed and arguably the basic financial incentive to motorists is not there."

Currently, a tax differential in favour of unleaded fuel translates into unleaded being about 6p per gallon (about 1.5p per litre) cheaper than four-star leaded petrol at the pumps. It has taken substantially larger differentials on the Continent — more than 12p per gallon in West Germany — to lift sales substantially.

CLEAR, some oil companies and car makers argue that the Government should itself be spending more of its expected £1.18bn tax take from petroleum this year to promote unleaded fuel more actively, possibly by televised information campaigns.

An Environment Department spokesman said it had issued several leaflets on the subject for distribution by the Automobile Association, Royal Automobile Club and other motor-related interests.

Ministers had also spent time promoting the fuel. However, the Department could identify only one specific funding project: a grant of £20,000 a year to help CLEAR run its own campaign.

Even with an agreement, the Post Office said it would take anything from one to two weeks to clear the backlog and return to normal.

One of the main problems facing both the Post Office and the leadership of the UCW is that they are trying to reach agreement at a national level, at a time when industrial relations have become more decentralised and, according to the union, more prone to conflict. Mail order survey, Page 9.

Nederlandse Waterschapsbank N.V.



### Medium Term Note Programme

The programme, originally limited to Dfls 250,000,000, has been increased to

Dfls 750,000,000

Notes issued under this programme are guaranteed by the State of the Netherlands.

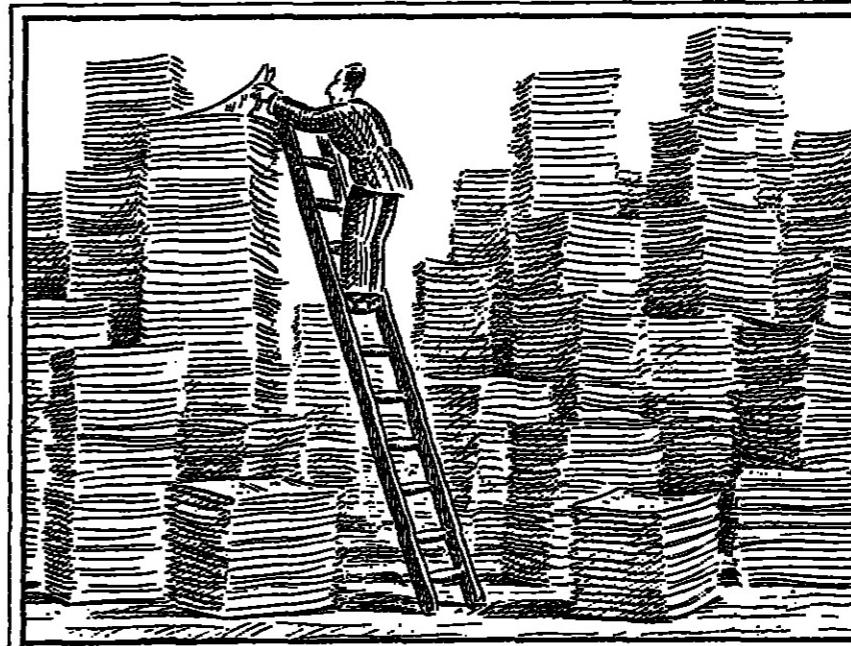
Dealers:

Algemene Bank Nederland N.V.  
SBCI Swiss Bank Corporation Investment Banking N.V.

Arranged by:  
Algemene Bank Nederland N.V.

September 1988

## THUMB THROUGH 50,000 PAGES OF THE FINANCIAL TIMES IN 3.9 SECONDS



PROFILE Information enables you, in just a few seconds, to search through over 3 years' back numbers of the Financial Times including the special reports and industry surveys. You can pick out every mention of any person, product, company or industry — or any other subject you choose, and read what the Financial Times has said about it.

And you can do the same with more than forty other UK and International newspapers, newswires, business magazines and specialist information sources like McCarthy Online, which selects over 500 articles every day from 70 newspapers and journals worldwide.

With PROFILE you can make business decisions secure in the knowledge that you are aware of all the relevant facts, figures and comment.

PROFILE Information is part of the Financial Times Group, taking business information into the 21st Century.

To find out more about PROFILE Information complete the form below and send it to:  
PROFILE Information, Sunbury House, 79 Staines Road West, Sunbury-on-Thames, Middlesex TW16 7AH, UK  
or telephone 0932 761444

### I NEED TO KNOW NOW!

I already use online information services Yes  No

Name \_\_\_\_\_

Job title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

County \_\_\_\_\_

Telephone \_\_\_\_\_

My organisation's business is: \_\_\_\_\_

**PROFILE**  
INFORMATION

## Minister hints at budget misjudgment

By Ivor Owen

MR JOHN MAJOR, the Chief Secretary to the Treasury, tacitly admitted yesterday that there may now be some grounds for arguing that Mr Nigel Lawson, the Chancellor of the Exchequer, should have been more cautious when he introduced his March Budget.

While refusing to accept that the Budget strategy had collapsed, he said in a BBC radio interview: "The Budget was not a misjudgment to any extent."

Labour leaders can be expected to focus the political spotlight on the "extent" Mr Major had in mind.

They attach significance to the fact that the first public admission by a member of the Cabinet that the Budget — which Mrs Margaret Thatcher, the Prime Minister, earlier described as "brilliant" — is now seen in a somewhat different light should have come from Mr Lawson's chief ministerial lieutenant at the Treasury.

Mr Major again strongly reaffirmed the Government's determination to avoid the imposition of credit controls as a means of curbing imports and reducing the record deficit on the balance of payments current account.

For the most part the tenor of his comments reflected the line laid down by the Prime Minister and the Chancellor that the difficulties with the balance of payments constitute no more than a temporary problem and are far removed

## Talks continue to end postal dispute

By Jimmy Burns, Labour Staff

THE POST OFFICE said last night it hoped it was close to an agreement with the Union of Communication Workers that would pave the way for a resumption of normal postal services later this week.

However, the moderate national executive of the union, which meets today to consider a draft return-to-work agreement, was yesterday believed to be facing intense pressure from some of its more militant rank-and-file members not to capitulate on two particular contentious issues: the use of casual staff to clear the backlog of mail, now estimated at about 150m items, and the diversion of mail away from militant depots which are likely to remain on strike.

Post Office officials said that talks were continuing last night between Mr Bryan Roberts, Personnel Director for the Royal Mail (Letters) and UCW assistant general secretaries, aimed at securing a "deal that would stick".

The Post Office denied reports that individual postal workers would be required to give a written pledge to "work as directed", including handing mail from depots still on strike or else face immediate suspension without pay.

However, its officials did

### FINANCIAL TIMES CONFERENCES

#### EUROPEAN BUSINESS FORUM

Rome, 1 & 2 December 1988

This biennial conference has become one of the most successful events on the Financial Times' calendar. This is the Monnet Centenary year as well as that of the Financial Times and Mr Valéry Giscard d'Estaing, the former French President, has accepted the invitation of the Financial Times to deliver the Jean Monnet Memorial Lecture which will be the main feature of the second afternoon of the forum. Signor Giovanni Agnelli and Signor Romano Prodi will be among the leading Italian speakers and the chair will be taken by The Rt Hon Denis Healey, CH, MBE, MP and by Signor Carlo Ripa di Meana, member of the Commission of the European Communities. The full programme will be available at the end of September from the FT Conference Organisation and from the La Repubblica, the co-sponsor of the European Business Forum.

#### ELECTRONIC FINANCIAL SERVICES

London, 20 & 21 October 1988

The FT sixth conference on Electronic Financial Services in the 90s will review the way new technology is being used to extend retail financial services for both traditional and new financial services providers. It will examine the need to develop systems for more effective management reporting and systems which treat customers as individuals rather than as a series of account numbers. The two-day meeting will be chaired by Mr Jacques De Keyser, General Manager of the Generale Bank and Mr Gene Lockhart, Chief Executive, Group Operations, Midland Bank. Contributors will include Mr Srinath Coleridge, Deputy Divisional Director, Corporate Division of Barclays Bank, Mr Michael Tuke, Deputy Chief Executive, Woolwich Building Society, Mr Giovanni Franzoi, Managing Director of In-Holding SRI, Mr Peter Duarden, Managing Director, Royal Insurance and Mr R Bernard van Eldik, President of the European Council for Payment Systems.

#### PROFESSIONAL PERSONAL COMPUTER

London, 31 October & 1 November 1988

The FT's sixth Professional Personal Computer conference is held in a period of great change for the industry. A series of significant issues, both technical and commercial and closely connected with industry standards, are now being debated and resolved in ways which will affect the shape and future direction of the industry. The aim of this conference is to look at the changing pattern of competition in personal computer business, computing standards and the profound implications for users and suppliers alike; the pattern of development in modern business computing, how users perceive and use communications systems.

The conference will be chaired by Dr Dick Horsnell, Director, Baronsmead and Mr Paul Bailey, Managing Director of Lotus Development.

All enquiries should be addressed to: The Financial Times Conference Organisation, 2nd Floor, 126 Jermyn Street, London SW1Y 4UJ. Tel: 01-925 2228 (24-hour answering service). Telex: 27347 FT CONF G Fax: 01-925 2725

## American Savings and Loan Association

U.S. \$200,000,000

Collateralized Floating Rate Notes Due 1990

Notice is hereby given that the Rate of Interest has been fixed at 8.92% per annum, the Interest payable on the relevant Interest Payment Date, March 13, 1989. The Coupon Note in respect of U.S.\$1,000,000 nominal of the Notes will be U.S.\$4,499.44 and the interest of U.S.\$150,000 nominal of the Notes will be U.S.\$1,245.61.

September 12, 1988, London  
By Citibank, N.A. (CSS Dept.), Agent Bank

## Citizens Federal Savings and Loan Association

U.S. \$100,000,000

Collateralized Floating Rate Notes due 1996

For the six months 6th September, 1988 to 6th March, 1989, the Notes will carry an interest rate of 8.9625% per annum and an interest amount of U.S. \$1,126.54 per U.S.\$100,000 Note.

Bankers Trust Company, London Agent Bank

## UK NEWS

## Business split on manager training in computer use

By Alan Cane

**SHARPLY CONTRASTING** views of the value of management education to the effective use of information technology by UK business emerge in two reports published today.

The British Institute of Management and management consultants Coopers and Lybrand, authors of one of the reports, blame non-existent or indifferent IT education and training for the fact that most managers complain that they are poorly equipped to understand or exploit it.

Some two thirds of British managers either use information technology daily or supervise its use by others, the authors say, yet less than half are happy with their own level of knowledge. A quarter of those responsible for training others in the use of IT or managing training programmes believe their knowledge of IT is not up to scratch.

In contrast, the OTR Group, an international consultancy based in Brussels which specialises in the legal implications of modern technology, argues in its study that while management education is important, it is a minor element in the innovative use of IT for competitive advantage. Instead, it says, the

most important factors are new ways of allocating responsibility for IT within the company. The two reports are the latest in a series of studies from a wide range of organisations which indicate that the UK is still failing to make the best use of IT.

The BIM/Coopers and Lybrand study says there is a significant lack of investment in education and training in IT at middle management level. The OTR study, based on a survey of companies in the UK and the Netherlands, found there was a high level of complacency in many firms about IT.

Some 65 per cent of IT budgets were aimed at increasing the efficiency of existing computer systems and only 15 per cent at applications that could give a company a competitive edge.

*Manager and IT Competence, British Institute of Management, Cottenham Road, Cottenham, Northamptonshire, EN2 2BL members, £50 p.a. non-members, £60. What Process Creative Use of Information Technology - Is It Management Education? OTR Group, Rue du Commerce 124, 1040 Brussels, Belgium. Available on subscription.*

## Mellor urged to foot £6m hospice nurses' pay bill

By Ivor Owen

THE Government has been urged by Ms Harriet Harman, Labour's shadow health minister, to provide £6m that hospices - mainly financed by voluntary contributions - need to ensure that the pay of nurses they employ is kept level with those working in NHS hospitals.

In a letter to Mr David Mellor, Health Minister of State, she gave a warning that without financial help from the Government, hospices would not be able to retain and recruit nurses and might be forced to cut beds.

So far the Government has

avoided making any commitment to help hospices to finance the 15.3 per cent salary increases needed to match the recent pay award to NHS nurses on the ground that to do so might undermine the voluntary fund-raising on which they normally rely.

Ministers have also argued that hospices should look to district health authorities to help them to overcome any difficulties arising from the nurses' pay award. Ms Harman says hospices that have approached health authorities have received a negative response.

## Straw's propaganda coup in the education battle

David Thomas reports on the Labour spokesman's strategy and search for ways to reform schools

**T**HE announcement at the weekend that the Public Accounts Committee, Parliament's financial watchdog, is likely to investigate City Technology Colleges marks the return to the fray of Mr Jack Straw, Labour's education spokesman.

Mr Straw has been plugging away at CTCs, the new business-sponsored, technology-based secondary schools in the inner cities, the first of which opens in Solihull today. The Government's need to pour money into the CTCs, contrary to its original intention, will prove an Achilles heel in its educational policies, he argues.

So Mr Straw, at 42 already widely regarded as one of the most effective performers on Labour's front bench, was well pleased to return from the summer break with an announcement that gave credence to his contentions - another little propaganda coup in his continuing struggle with Mr Kenneth Baker, the Education Secretary.

Fighting the Government's overwhelming majority and a master of publicity in Mr

Baker, Mr Straw still managed to notch up some victories during the passage of the Education Reform Act.

Helped by damaging Whitehall leaks, he skilfully fed the public perception of tension between the Prime Minister and Mr Baker over aspects of the Government's educational reforms.

More negatively, Mr Straw has been working hard on a damage limitation exercise to ensure that the volatile London Labour boroughs accept their new responsibilities after the break-up of the Inner London Education Authority.

But Mr Straw is returning in the new political year to a test that dwarfs anything he has faced so far. He has to start wresting the initiative in educational debate away from the Conservatives.

One of Mr Baker's favourites in the camp of Labour's modernisers. With expansion of the educational world stretching back to the late 60s and early 70s, when he was president of the National Union of Students and then deputy leader of the Labour party, Mr Straw is prepared to criticise Labour's record.

Mr Straw naturally rejects the charge. Yet there is enough

truth in it for the coming year to be crucial for him and for Labour. He must begin to put together an alternative vision to match Mr Baker's. His performance on this will help to determine whether Mr Straw is ultimately seen only as a mid-ranker, or as someone with greater potential.

Mr Straw starts with some advantages. He is joint chair of one of the working groups in Labour's policy review, that on consumers and the community, which has the task of showing that Labour is serious about its new-found interest in consumers. He promises that educational concerns will feature heavily in the working group's deliberations this year.

Moreover, Mr Straw is firmly in the camp of Labour's modernisers. With expansion of the educational world stretching back to the late 60s and early 70s, when he was president of the National Union of Students and then deputy leader of the Labour party, Mr Straw is prepared to criticise Labour's record.

"We weren't unequivocal

enough in the pursuit of high standards," he admits. He adds that while he was on the ruling Labour group, backed the tools to deal with bad schools.

Although close to the teaching unions, Mr Straw is adamant that the interests of education consumers - children and students - must come above those of teachers. His pronouncements on giving parents a bigger say over education have ruffled feathers in the unions.

Yet Mr Straw is handicapped by his own acknowledgement that Labour cannot hope to come up with a big idea, similar to the Conservative belief in the market, and parental choice. "I don't believe there's a Holy Grail waiting to be discovered."

Labour is forced to fight on two fronts, both defending the comprehensive idea, which Mr Straw sees as an unqualified advance, and coming up with proposals for improvement.

It is still possible for Labour to become identified as the party most committed to raising standards for all schoolchildren, argues Mr Straw, who cites the recent finding by the Commons education committee that school standards have levelled off since 1984 after steady improvement since the mid-1970s. Moreover, he

sees teacher shortages as the issue that will increasingly dominate the standards debate.

Mr Straw points to the need to restore teachers' morale and self-respect if the profession is to become attractive again, especially since no government could pay all teachers the sort of salary to which some within the profession occasionally aspire. He plans to devote part of the autumn to the proposal for a General Teaching Committee to underpin teachers' professionalism, an idea which cuts little ice with the Government.

Ideas like that, together with his plan for home/school contracts setting out the rights and obligations of both schools and parents, may help Labour out of its educational impasse.

Too many of Labour's proposals in the past have seemed to revolve around a big increase in public spending. While Mr Straw remains committed to introducing the proposals over a phased period, the real challenge is for him to come up with a series of reforms that does not depend on throwing money at the schools.

### Obituary

#### Sir Thomas Gore Brown: senior broker

SIR Thomas Gore Brown, who died last week aged 70, was responsible for selling government debt during eight of the most turbulent years in recent economic history.

Between 1973 and 1981 he acted as senior government broker, advising on and carrying out the sale of government stock.

He was highly regarded for the skill with which he managed the Government's soaring funding needs while at the same time, and in the best traditions of the job, maintaining his own equanimity.

The British Plastics Federation has put forward the idea that "green-minded consumers should opt for plastics" arguing that plastics use less energy to produce than glass in packaging.

Companies are using the green week opportunity to emphasise their environmental policy. J Sainsbury, the supermarket group which is awarded four stars along with Safeway by the Green Consumer Guide, has restated its policies on the environment, including site acquisition, architecture and store development; energy saving, CFCs - all its aerosols will be CFC-free by the end of October; organic food and drink, additives and preservatives, and packaging and recycling.

### Confectioners urge change to VAT on food

By Lisa Wood

ALL FOOD should be treated the same for taxation purposes, Mr Charles Gillett, president of the Biscuit, Cake, Chocolate and Confectionery Alliance (GCCA), says in his annual review.

Mr Gillett's comments concern what he considers to be the anomaly of value added tax being imposed on confectionery and biscuits but not on a range of non-confectionery foods.

The alliance says that under present legislation, confectionery and chocolate biscuits are seen as luxury items and are taxed accordingly while caviar and smoked salmon are regarded as everyday food and are not subject to the same tax.

The alliance lobbied the Government before the last Budget to abolish VAT on confectionery. The Government responded by imposing VAT on cereal bars which had previously been exempt.

### Campaign to put the green into shopping

By Maggie Urry

THE LAUNCH today of Green Consumer week marks an effort to mobilise the power of consumers to influence manufacturers and retailers to offer products that do not harm the environment.

Safeway, the supermarket chain owned by Argyll, is a sponsor of the launch event. Other backers include: Hardwicks, the book sellers, the Body Shop, which sells no toiletries that are tested on animals; Friends of the Earth, the environment pressure group which is organising a nationwide green consumer action day, World Wide Fund for Nature (formerly the World Wildlife Fund), and the RSPCA.

Coinciding with the campaign is the publication of the Green Consumer Guide, a book subtitled "from shampoo to champagne - high-street shopping for a better environment". The book offers advice on which brands of goods and which retailers should be patronised or avoided.

It advises boycotting fish fingers containing Icelandic fish - to put pressure on Iceland to stop whaling; avoiding mahogany toilet seats - which require cutting down tropical forests; and bat-friendly treatment fluids for wood.

Readers are reminded: "It is important to tell stores that you are boycotting particular products, and why, or your protest may go unnoticed."

The book, written by Mr John Elkington and Ms Julia Hailes, is not printed on recycled paper. Victor Gollancz, the publisher, says that at the time it was being planned recycled paper cost three times as much as ordinary paper, would have taken four months to produce, was of poor quality and would have added over £2 to the £2.95 price of the book.

However, Gollancz says paper mills are responding to pressure, the price is falling and quality improving, so that future reprints of the book will probably use recycled paper.

The green movement already

claims successes such as the switch away from aerosols using chlorofluorocarbons (CFCs), which are believed to damage the earth's ozone layer, and the move to unleaded petrol.

Friends of the Earth is also claiming a victory as Habitat, the furniture and furnishings retailer, part of the Storehouse group, has decided to phase out products made of wood from tropical rain forests. The week is being used to launch other initiatives.

The British Plastics Federation has put forward the idea that "green-minded consumers should opt for plastics" arguing that plastics use less energy to produce than glass in packaging.

The federation is also promoting the recycling and waste management of plastics.

Last Friday an alternative to aerosols was launched by Excel, a private US company, which has appointed Comond, a UK aerosol filling company

## THE PORSCHE 911 IS TWENTY-FIVE TODAY.

Today, the 911 celebrates 25 years at the very pinnacle of high performance. To discover why the legend has never been more alive, call 0734 303666 and arrange a test drive. It may be the 911's birthday, but it will feel like yours.

PORSCHE  
BUILDING ON ACHIEVEMENT

The Porsche logo is the registered trademark of Dr Ing h.c. F. Porsche AG.

Virgil

## UK NEWS

## Supplier of industrial gas poised to break monopoly

By Maurice Samuelson

A NEW company headed by Lord Ezra, the former National Coal Board chairman, believes it is poised to break British Gas's monopoly as sole supplier of natural gas to British industry.

Associated Gas (AGas), founded in London less than a year ago, says it is within two or three months of tying up a series of interlocking contracts enabling it to start distributing gas to its own customers early in 1989.

Although the initial sales will be only about 100m therms, worth about £25m a year, Mr Bill Withycombe, AGas's deputy chairman, says he aims to increase the volume tenfold within a few years and expects other companies to follow and the market quickly.

AGas is also anxious to purchase gas for electricity production in about 30 proposed combined heat and power projects, which would generate industrial steam as well as power for electric generation.

However, the US partner in the AGas joint venture, behind the proposed development of the gas marketing in the US when the gas industry was deregulated about six years ago. It is now the largest independent marketing company, with about 3 per cent of the total natural gas market.

Associated Host Services, of which Mr Withycombe is managing director, is the UK's largest contract energy management company and purchases 250m worth of fuel a year.

According to Mr Withycombe, AGas will use British Gas's distribution system to

transport gas from North Sea producers to about 12 industrial customers in different parts of Britain at prices "marginally cheaper" than those available from British Gas.

Third-party selling of gas via British Gas's distribution grid was allowed for when the industry was privatised in the 1986 Gas Act. However, this period of trading has not taken place because all the current gas reserves in the North Sea are committed to British Gas until the 1990s.

At present, says Mr Withycombe, such schemes are uneconomic because of British Gas's policy of charging a 25 per cent premium on sales of gas for electricity production.

However, the US partner in the AGas joint venture, behind the proposed development of the gas marketing in the US when the gas industry was deregulated about six years ago. It is now the largest independent marketing company, with about 3 per cent of the total natural gas market.

Associated Host Services, of which Mr Withycombe is managing director, is the UK's largest contract energy management company and purchases 250m worth of fuel a year.

According to Mr Withycombe, AGas will use British Gas's distribution system to

## Plan for £67m office development beside NEC

By Richard Tomkins,  
Midlands Correspondent

EROSTIN, the Milton Keynes-based property developer floated on the stock market in July, plans to build one of the biggest commercial developments in the West Midlands. The proposed 12-acre site is alongside the National Exhibition Centre outside Birmingham.

The company is seeking outline planning consent to build a 257,000 sq ft complex of seven individually designed office buildings – one of them a multi-level business centre – with a total floor space of 350,000 sq ft.

The site for the proposed development is a prime strategic location, sandwiched between Birmingham International Airport, Birmingham International railway station, the NEC and Junction 6 of the M42.

The land is owned by Erostin and has been designated by local planners for use related to the airport and exhibition centre.

Erostin said the development would meet the demands not only of airlines and travel companies looking for new offices near the airport, but also those of smaller service companies wishing to take advantage of the area's business potential.

The proposed development is indicative of the strength of the West Midlands economy, which has shown no signs of flagging, in spite of worries over interest rates and the predicted slowdown in the pace of national economic growth.

Mr John Upson, Erostin's chairman, said the buoyancy of the region was feeding through into increased demand for office space, particularly linked to the airport and exhibition centre at Birmingham International.

Mr Upson said: "Given the site's superb geographical location, with some of the best road and rail links in the country, we anticipate demand being extremely high."

Erostin's application for planning consent has been lodged with Solihull Council. If permission is granted, work will begin next year, and the probable completion date will be some time in 1992.

## Air of economic calm in Whitehall

Peter Riddell on continued Tory faith in the Chancellor's policies

**W**HATEVER the worries about the British economy, of the "teenage scribblers" in stockbrokers' offices, there are no apparent signs of crisis in Whitehall or Westminster.

The predominant view among ministers returning from holidays ahead of the new Tory backbench MPs visiting Parliament during the recess is of strong backing for Mr Nigel Lawson, the Chancellor of the Exchequer.

One senior minister commented: "Nigel has seen us through previous problems and we all feel he'll do so again. He's ensured that the economy is strong enough to cope with the current difficulties."

Senior Tories recognise, however, that the Government may go through a rough passage with voters, and in opinion polls, later this autumn when the latest mortgage rate increase is implemented.

But the general mood is calm, in contrast with the nervous tone of recent brokers' circulars, as ministers are willing to give Mr Lawson the benefit of the doubt in view of what they see as his successful record.

Ministers regard the difficulties over the current-account deficit and the big jump in mortgage lending as being similar to previous episodes when interest rates had to be raised.

They are not too worried about the political impact because there are at least 2½ to three



John Biffen: One of the small group of Tory critics left of the doubt in view of what they see as his successful record.

## Textile and clothing imports up

By Alice Rawsthorn

THE TEXTILE and clothing industries suffered a sharp deterioration in the balance of trade in the first half of the year because of a rapid rise in imports and slower growth in exports.

The influx of textile and clothing imports increased by 12 per cent to £24.4m between January and June, according to the latest statistics from the British Textile Confederation. The rate of increase slowed slightly in the second quarter but not enough to prevent the textile sector from suffering a fall in output.

Exports rose by just 4 per cent to £1.5m in the first half, as the rise in the value of the pound made it increasingly difficult for UK companies to compete in overseas markets.

Japan emerged as the most dynamic export market.

The combination of increasing imports and slower exports fuelled a 20 per cent rise in the trading deficit to £1.7m.

Mr Ian MacArthur, director of BTC, said that the increase in imports is one of the chief causes of short-time working in some areas of the industry.

The textile and clothing industries suffered severely in the economic recession of the early 1980s and underwent radical rationalisation.

The boom in consumer spending and a relatively stable exchange rate enabled the industries to reach an equilibrium in the mid-1980s.

Since last autumn, when the pound began to rise on the for-

ign exchange markets, textile and clothing companies have been affected by a fresh influx of imports.

The clothing industry saw imports increase by 14 per cent to £1.4bn in the first six months of 1988. Consumer spending was buoyant and, in spite of the surge, clothing companies managed to maintain output.

In contrast, the knitwear sector has suffered a drop in demand. That was partly because of increasing imports and partly because of the change in fashion away from knitwear.

The textile industry saw output fall, after an 11 per cent increase in imports to £1.6bn. The weakest area was acrylic spinning.

## Mail order companies 'do not rely on Post Office'

By Maggie Urry

MOST OF the leading mail order retailers no longer rely on the Post Office, says a study on the sector by Verdict Research, the retail consultant.

The seven-week postal dispute in 1971 persuaded the catalogue mail order groups to spend vast sums on taking the "mail" out of mail order. The companies are trying to popularise "home shopping" as a new name for the business.

Great Universal Stores and Littlewoods, the two largest companies, have massive fleets of vehicles to deliver to their customers. Only Freemans, taken over at the beginning of the year by Sears, would suffer badly from a prolonged dispute, as no more than 25 per cent of its merchandise uses Verdict's own transport.

Verdict says it is not as optimistic as some commentators on the outlook for the home-shopping sector.

Although Verdict predicts that home shopping will take a higher share of retail sales, reaching 3.6 per cent in 1992,

from 3.5 per cent now, it says that there are worsening cost pressures on the companies.

For example, agent productivity has declined for some years – traditionally agents, who hold the catalogues, would sell to a number of friends, taking a 10 per cent commission.

However, the number of customers per agent has fallen below three, so companies have to produce more catalogues to reach the same number of people.

Nor will "special catalogues," specifically targeted booklets, which Verdict calls "the sector's answer to niche retailing," be the saviour of home shopping. So far, a number of special catalogues have failed, largely, Verdict says, because of a lack of sophisticated database analysis.

In the longer term, mail order will have to face up to the single European market and the prospect of "tele-shopping," placing orders by means of a television set.

## Sony may further expand S Wales television plant

By Anthony Moreton, Welsh Correspondent

SONY IS considering a big extension at its television and tube plant in Bridgend, South Wales, just a month after completing a £20m expansion at the works.

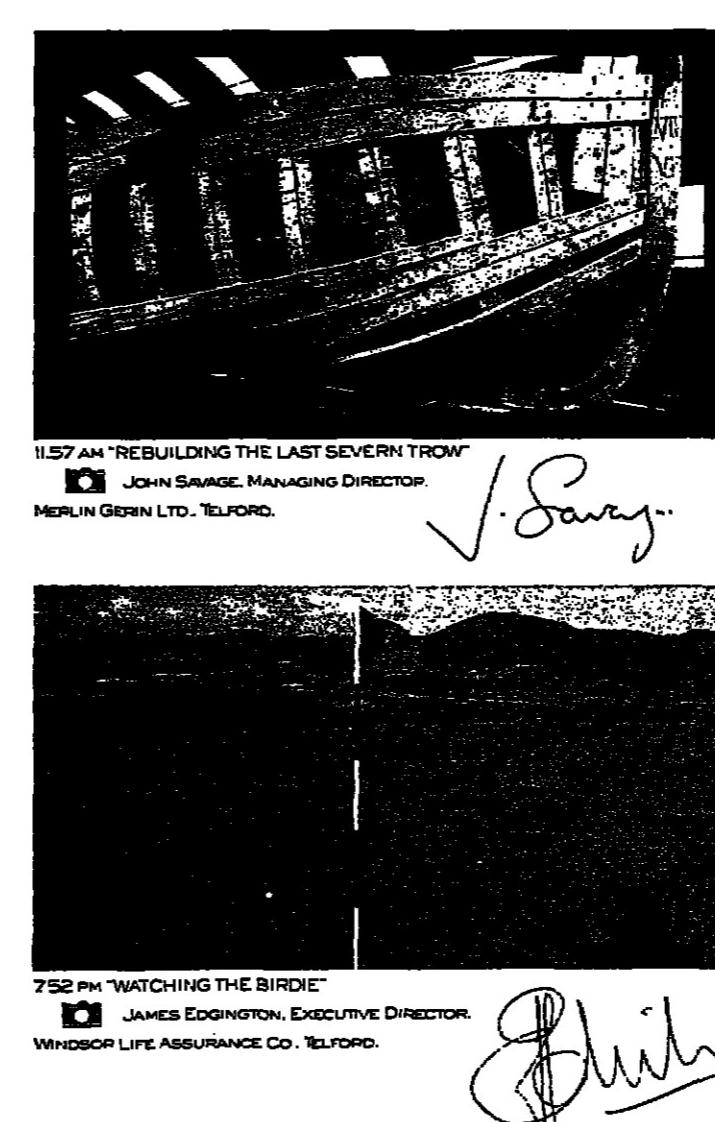
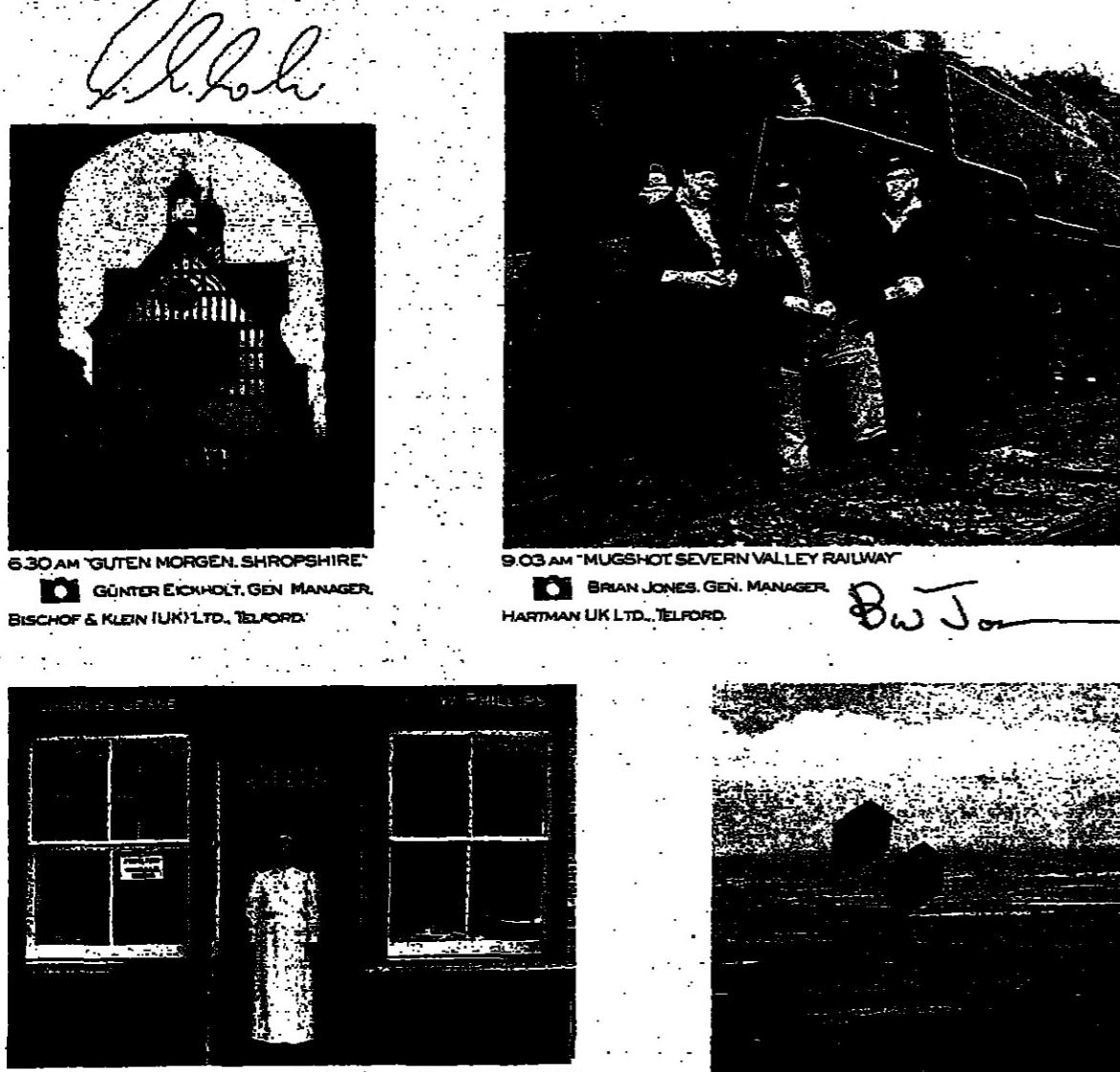
The company, the largest Japanese manufacturer in Britain, with 1,400 workers, is making a case for the extra spending to its head office in Japan. A decision is expected this year.

It has also opened talks with the Welsh Office in Cardiff over the possibility of obtaining regional grants towards the cost.

Although not directly named, Sony has been anxious to be seen as a legitimate manufacturer.

It points out that 43 per cent of its staff are men, with more than 100 of its managers and engineers having university degrees and almost 250 more having a professional qualification.

Mr Nakamura said: "Over £15m was spent last year on extensions to the tube plant." Sony makes tubes on site at Bridgend and buys many components from other Welsh concerns, he said.



## TOP INTERNATIONAL COMPANIES EXPOSE THEIR VIEWS OF BRITAIN

DURING THE LAST FEW YEARS OVER 50 INTERNATIONAL COMPANIES HAVE MOVED THEIR SITES TO TELFORD.

**TELFORD**  
Shropshire  
THE SUCCESS STORY CONTINUES

MAXELL EVER READY WESTINGHOUSE TATUNG HOECHST  
FOR THE FULL PICTURE, TAKE THE M64 TELFORD MOTORWAY OR THE TRAIN FROM EUSTON. YOU'LL FIND TELFORD 30 MILES WEST OF BIRMINGHAM! ALTERNATIVELY CONTACT CHRIS MACKELL, COMMERCIAL DIRECTOR, TELFORD DEVELOPMENT CORPORATION, PRINCIPLE HALL, TELFORD, SHROPSHIRE TF2 9NT. TELEPHONE 0952 613131

## UK NEWS

## Changes at H.P. Bulmer

■ Mr Brian Nelson has been appointed deputy chairman of H.P. BULMER. He continues as group managing director and chief executive until January 3 when he will relinquish his executive position and Mr John Rudgard will be appointed group managing director and chief executive. Mr Rudgard is currently managing director of H.P. Bulmer Drinks.

■ Mr John W. Cumming has been appointed group finance director of BRAMMER. He was formerly with the Plessey Group.

■ Mr Laurence Hill, deputy chairman of Beaton Clark, has been appointed non-executive chairman of DAVIES BUILD, the Sevenoaks-based property development company.

■ WILLIAM COLLINS has appointed Mr Terry Kitson to the board. He is managing director of the international book division.

■ Sir Frederick Crawford, vice-chancellor of Aston University, has been appointed a non-executive director of LEGAL & GENERAL GROUP.

■ JAMES CAPEL UNIT TRUST MANAGEMENT has appointed Mr Nigel Legge sales director and Mr Roy Brooks finance director. Mr Legge was director, offshore operations,

at Henderson Unit Trust Management. Mr Brooks joins from John Gove where he was group finance director.

■ Mr T.R.P. Stevenson has become chief executive of the segments division of BURMAH SPECIALTY CHEMICALS. He joined the group in 1975 and has had a variety of positions in the group, including corporate development manager and chief executive of Castrol Spain.

■ Mr Howard Kirkham has been appointed finance director of the CHLORIDE GROUP. He spent over five years in a number of finance positions with Austin Morris before becoming plant director with Land Rover being responsible for the manufacture of engines, axles and gearboxes.

■ Mr Martin Jeakel, previously an executive director of Greenwell Montagu Gilt-Edged, has been appointed to the new position of treasury sales director at MIDLAND MONTAGU, the international and investment banking arm of Midland Group.

■ INSURANCE TECHNOLOGY SYSTEMS, part of the Excess/London & Edinburgh Insurance Group, has appointed Mr Robert McCrindle to the board. He

is a member of Parliament and a director of M & G Assurance Group.

■ Mr David S. Winterbottom has joined the board of CARMON HOLDINGS as a non-executive director. He is group managing director of Evolve Group. Carmon operates the South Cray and Wheal Jane tin mines in Cornwall.

■ BAIN CLARKSON INTERNATIONAL INSURANCE BROKERS has appointed Mr Derek Bayley as a director of its reinsurance division. He was director of the captive division of Alexander Howden.

■ Dr D.R. Pearce has joined the board of TIOXIDE GROUP.

■ Mr Alan Craft has become the director in charge of the group credit department at KLEINWORT BENSON. He was senior credit officer for Europe, the Middle East and Asia at Prudential Reinsurance in London.

■ Mr Bob Davidson, managing director of GEC Power Systems, has become chairman of the NATIONAL NUCLEAR CORPORATION in succession to Sir Frank Gibb who has resigned. The appointment follows the transfer on August 31 of the Government's 35 per cent shareholding in NNC to the General Electric Co.

## Pumping out the facts on unleaded fuel

John Griffiths finds out why Britain is lagging in the drive towards 'cleaner' cars

**T**HE DRIVE to reduce poisonous lead levels in the atmosphere will gain fresh momentum in the next few weeks as Ford Europe and Ovations with 1.8-litre engines designed to run on both unleaded and leaded fuel start reaching dealers.

But these environmentally cleaner versions of the UK's best-selling cars are being launched into a smog of confusion among consumers about what unleaded fuel is and which cars can use it.

It has prompted questioning by Mr Roger Hinman, Ford UK's managing director, among others, of the Government's role in promoting unleaded fuel and whether it is dragging its feet compared with oil companies and car makers.

The new Escorts, and a revised 1.8-litre engine in the Sierra also capable of running on "unleaded" without modification, takes Ford closer to meeting EC legislation requiring all cars produced after October 1990 to be capable of running on unleaded fuel.

At their launch, Mr Hinman emphasised that virtually all Ford's current models can run on unleaded petrol subject to minor modifications - a £10 job on a 1.8-litre Sierra.

Yet Ford is no "unleaded" trend-setter. Hundreds of models, even most much-maligned Soviet-built Ladas, some dating from the 1970s, can run on

unleaded fuel. Many will need minor modification, but Vauxhall, for example, offers the work free on suitable models.

Around two thirds of the UK's 20.5m cars could use unleaded fuel if their owners chose. Petroleum Industry Association estimates show that owners could save £2m a week by using it, because unleaded is nearly 6p a gallon cheaper than leaded four-star.

The Society of Motor Manufacturers and Traders, PIA, Shell and other oil companies are running campaigns of their own to try to dispel confusion.

Underlying this, however, is a perceived lack of commitment by the Government to promoting unleaded petrol and providing fuel tax incentives to encourage its use.

The need to stop using lead is undisputed. It accumulates in body tissues and its effects include lowered intelligence levels in children. It can kill. UK car exhausts emit 8,000 tonnes of it a year.

In fact, such a car will run

on either type of fuel.

Lead is used as an octane booster, to improve combustion and prevent engine pre-detonation or "knock". But modern refining gives unleaded fuel an octane rating

halfway between four-star and two-star.

So once a car that ordinarily uses four-star has been modified to use unleaded, it can obviously continue to use ordinary four or three-star as well.

The only drawback is a slight performance loss in some cases designed for four-star.

All cars designed to run on two-star can automatically use unleaded because of its higher octane rating.

Somehow, however, this straightforward situation has become perceptually entangled with that surrounding other exhaust pollutants: nitrogen oxides, carbon monoxide and hydrocarbons.

The best-known method of dealing with these is catalytic converter. Cars fitted with "cats" cannot use leaded because lead poisons the catalyst, rendering it useless.

Otherwise, there is no link between removing lead as a pollutant from car exhausts, and eliminating the other categories of pollutants (chiefly responsible for different environmental ills) such as acid rain.

Only a handful of "cat" cars

have been sold in the UK. New

cars of over two litres will probably need them from 1990 onwards, but car makers hope strict exhaust emission limits on smaller cars can be met by other means, such as "lean burn" engines.

Reluctance to convert conventional cars has been increased by the difficulty of finding out which ones can be adapted. Dealers should know, but many seem almost as confused as the public.

**T**hat has left motorists to contact the manufacturer, specialist bodies such as CLEAR (Campaign for Lead Free Air), track down government or petrol company leaflets - or forget the whole thing.

Some of the problem is that the Government has not been

subject to the fierce environmental pressures that have

driven up unleaded fuel availability to 100 per cent of fuel stations in the Netherlands, 90

per cent in Denmark and 75

per cent in West Germany.

Partly as a consequence,

only 5 per cent of the UK's 21,000 filling stations serve it.

The numbers are now growing rapidly, with Shell, for

example, investing £50m to

introduce it to 1,000 of its stations by the end of this year.

Mr Tony Fox, PIA executive director, says nearly 5,000 garages will have it by the end of next year - fulfilling, just

the UK Government's undertaking to the EC to have the fuel "widely available" by October 1989.

However, so far the undertaking is being met largely at petrol companies' expense.

Introducing unleaded will

not mean any overall increase in petrol sales, even though the industry would need to spend £50m-plus to equip every UK

site. Unleaded is also more expensive to refine, although

the industry covers that cost in

the reduction of a 10.5p a gallon tax differential to a gap of

only about 6p at the pumps.

Yet in spite of this rapidly

growing investment, unleaded sales are bunting along at just 1 per cent of all petrol sales.

It is thus ironic that, without

fresh government initiatives,

sales appear likely to be accelerated only if oil companies

spend yet more of their own cash on promoting them.

Mr Hinman is asking those

asking whether the Government should increase the tax differential further."

West Germany provides a

precedent for doing so. A pump

price differential of 10p was

needed before unleaded sales

took off to their present market share of 11 per cent.

The answer, CLEAR suggests, lies with the Government.

"The message needs to reach every household, and it's

the Government with the resources to do that."

## GE Capital sets up London operation

By Charles Batchelor

GE CAPITAL, the financial services arm of General Electric Company of the US, has established a team in London to break into the European market for management buy-out and acquisition finance.

GE Capital Corporate Finance Group, as the UK-based operation is known, has a staff of six people.

The company expects to provide loan and equity funds to finance buy-outs of more than £10m. It will also provide expansion finance for companies that might otherwise have sought a public listing.

It is not raising any funds specifically to finance deals in Europe but will draw on GE Capital of the US, which has a balance sheet worth \$36bn (£21.3bn).

The company plans to specialise in providing mezzanine finance - high-yielding loans that rank after secured loans but before equity in the event of the borrower failing. It expects to be able to back individual buy-outs with up to £200m of mezzanine funds.

Mr Rodney Hall, head of the operation and a former director of SI, the largest UK venture capital company, said the increased availability of mezzanine funds should allow an increase in the size of buy-outs carried out in Britain and may also make it easier to take public companies private.

Mezzanine finance has become popular over the past two years as a way of financing

## THE RIGHT BUSINESS DECISION ALWAYS HAS ITS REWARDS.

CLUB EUROPE

Flying British Airways Club Europe has never been a more rewarding experience. The service not only provides you, the business traveller, with everything you deserve - speed, comfort and attention to detail - but now it also offers you the Club Europe Collection of business accessories.

Each time you fly Club Europe between 12th September 1988 and 28th February 1989 you will be awarded a number of points. Collect these points and exchange them for one of our sophisticated and practical gifts.

For more details, and a complimentary city map that will fit neatly into your wallet, see a British Airways Travel Shop, your local travel agent, or

complete and send the coupon now.

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_ Postcode \_\_\_\_\_

Please send me my complimentary pocket city map of:

Amsterdam  Brussels   
London  Paris   
(Only one per person and while stocks last)  
P.T. 22888

BRITISH AIRWAYS  
The world's favourite airline

## SPONSORED SECURITIES

Capitalisation	Company	Price	Change	Gross	Yield
5000	Acc. Brit. Ind. Ord.	225	0	27	5.5%
	Acc. Brit. Ind. Ord.	225	-1	10.5	4.5%
900	Acc. Brit. Ind. Ord.	125	-1	10.5	4.5%
3044	BAB Design Group (OSB)	37	0	21	5.5%
115030	Bardon Group	170	+2	27	1.6%
19064	Bardon Group Cons. Prf.	115	+2	6.7	6.7%
7521	Bray Technologies	130	+5	5.2	10.4%
1085	Brentford Corp. Prf.	110	0	11.5	4.5%
2025	CCL Group 11% Cons. Prf.	225	+1	22.5	4%
14745	Carbo. PT. (ESD)	142nd	-1	14.7	9.1%
79	Carbo. 7.5% Cons. Prf.	149	-1	6.1	4.1%
5812	George Blaikie	112nd	+1	10.3	9.1%
7857	Iota Group	95	+2	12.0	3.8%
11252	Inter. Group Cons. (OSB)	112nd	0	11.5	3.8%
26532	Multibanco N.V. (Amst.-SD)	340	0	1.5	1.2%
1173	Robert Jenkin	112nd	+1	7.5	4.3%
16653	Sorcaris	415	0	8.0	1.9%
9565	Turbo Carlife	275	+2	7.7	2.3%
3333	Trevor Holdings (OSB)	77nd	0	2.2	1.5%
1000	Unilever Europe Cons. Prf.	112nd	0	2.0	1.5%
637	W. S. Yester	237	+1	16.2	5.5%

Securities designated (OSB) and (OSD) are dealt in subject to the rules and regulations of The Stock Exchange. Other securities listed above are dealt in subject to the rules of TSE.

These Securities are dealt in on a matched basis basis. Neither Granville & Co nor Granville Davies Ltd are market makers in these securities.

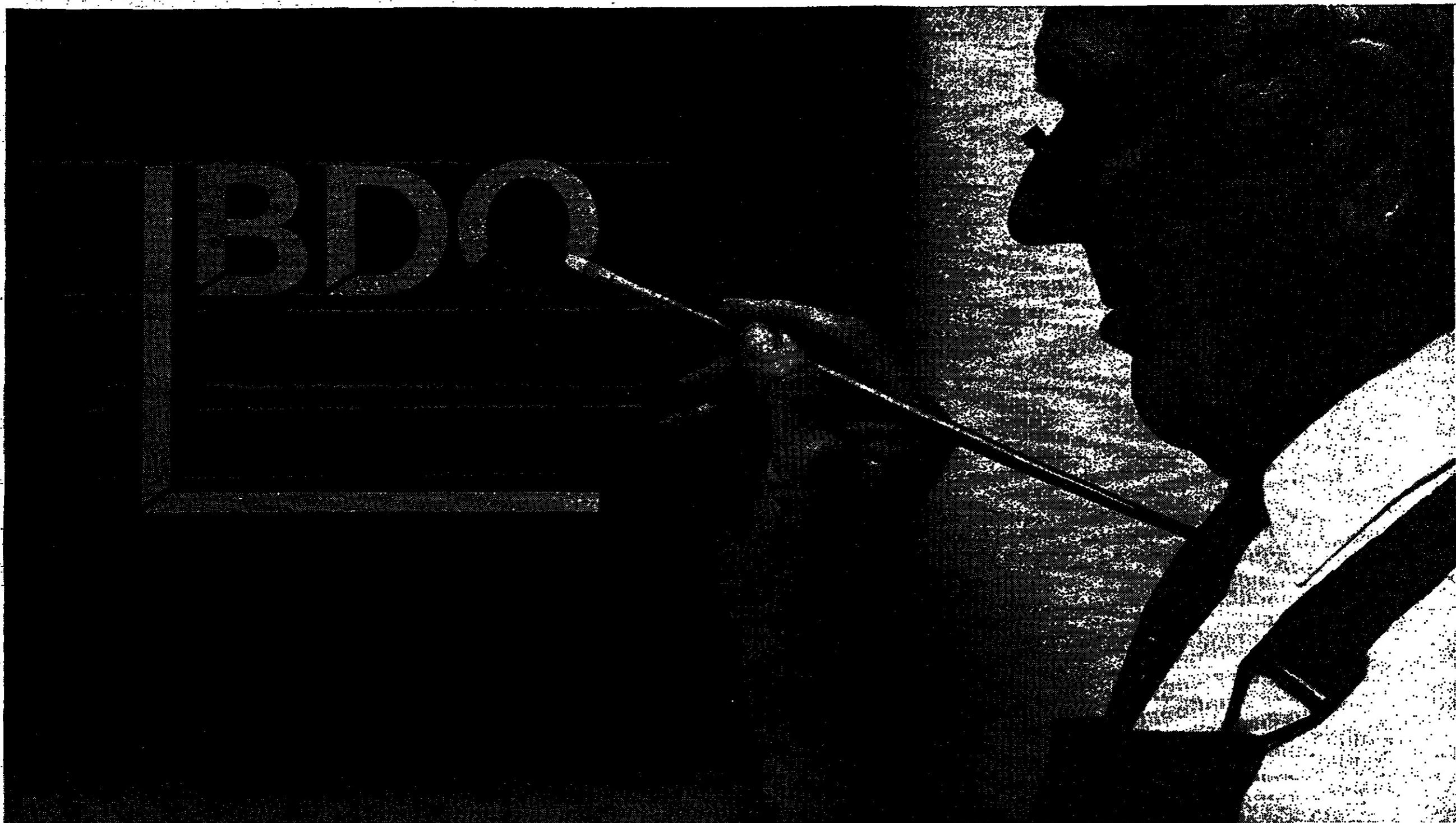
Granville Davies Limited  
3 Lower Lane, London EC2R 8EP  
Telephone 01-621 1212  
Member of the Stock Exchange & TSE

Granville Davies United  
8 Lower Lane, London EC2R 8EP  
Telephone 01-621 1212  
Member of the Stock Exchange & TSE

## MULTIBANCO COMERMEX, S.A.

U.S.\$40

# Worldwide, we've now put BDO before our names.



(But we still put  
our clients first.)

Until now it has been easy to overlook the fact that we are one of the world's largest accounting organisations, mainly because we used different names in different countries.

We are now putting BDO before our names to portray us as we are in reality — an integrated global network. BDO practices from 412 offices located in 58 different

countries, and we are able to provide all the services you would expect from the world's 9th largest accounting firm.

What sets us apart is our approach to accounting and to our clients. Our top people will ensure that our services directly meet your needs, while common methods and procedures ensure the highest technical standards throughout the world.

If you would like to find out more, please write to us at one of the following addresses: BDO Binder, International Secretariat, Avenue de Meysse 97A, 1020 Brussels.

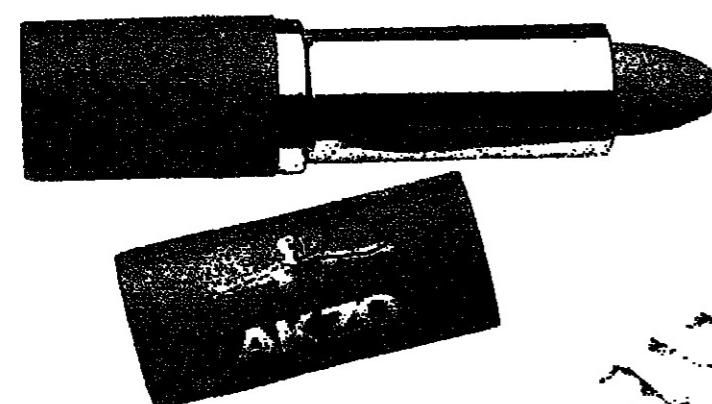
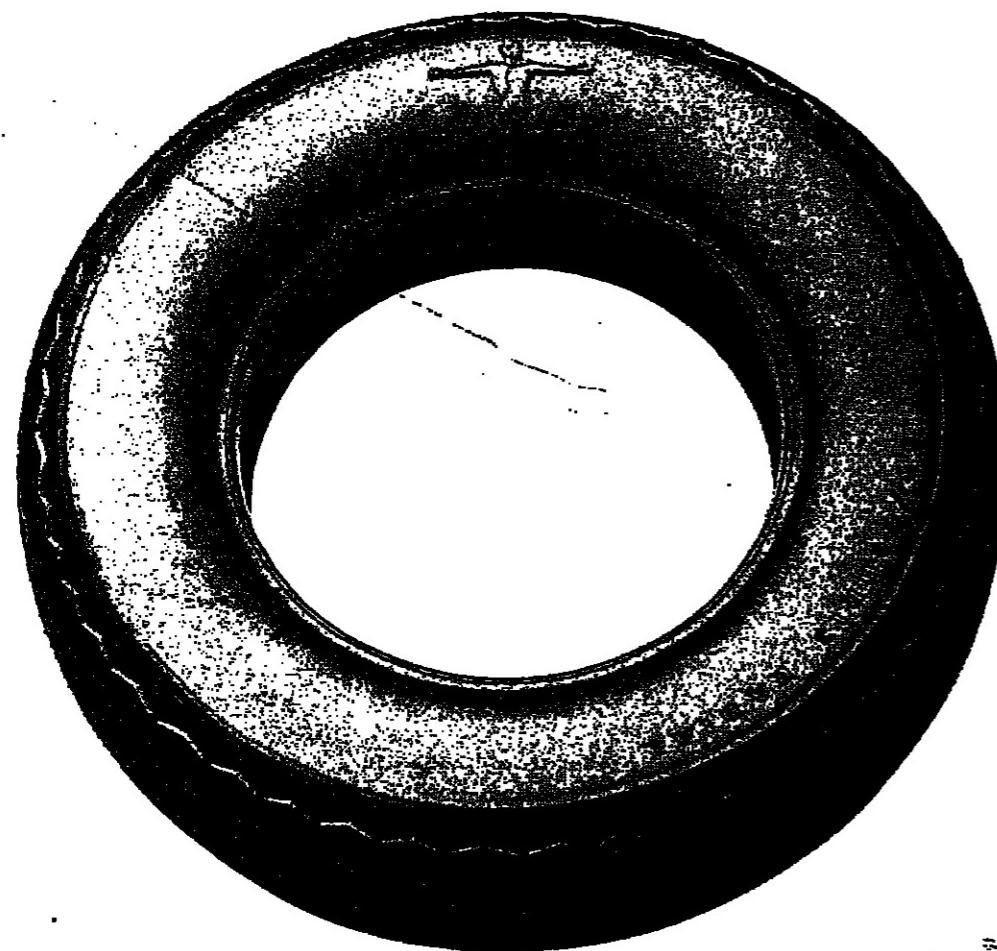
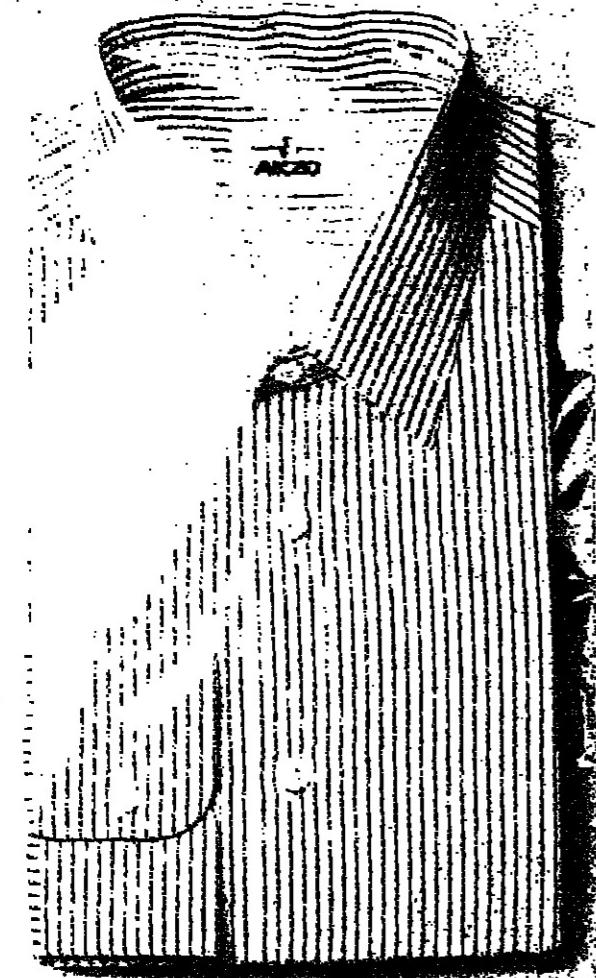
BDO Seidman, 15 Columbus INTERNATIONALLY Circle, New York, New York 10023.

BDO Binder Hamlyn, 8 St. Brides Street, London EC4A 4DA.

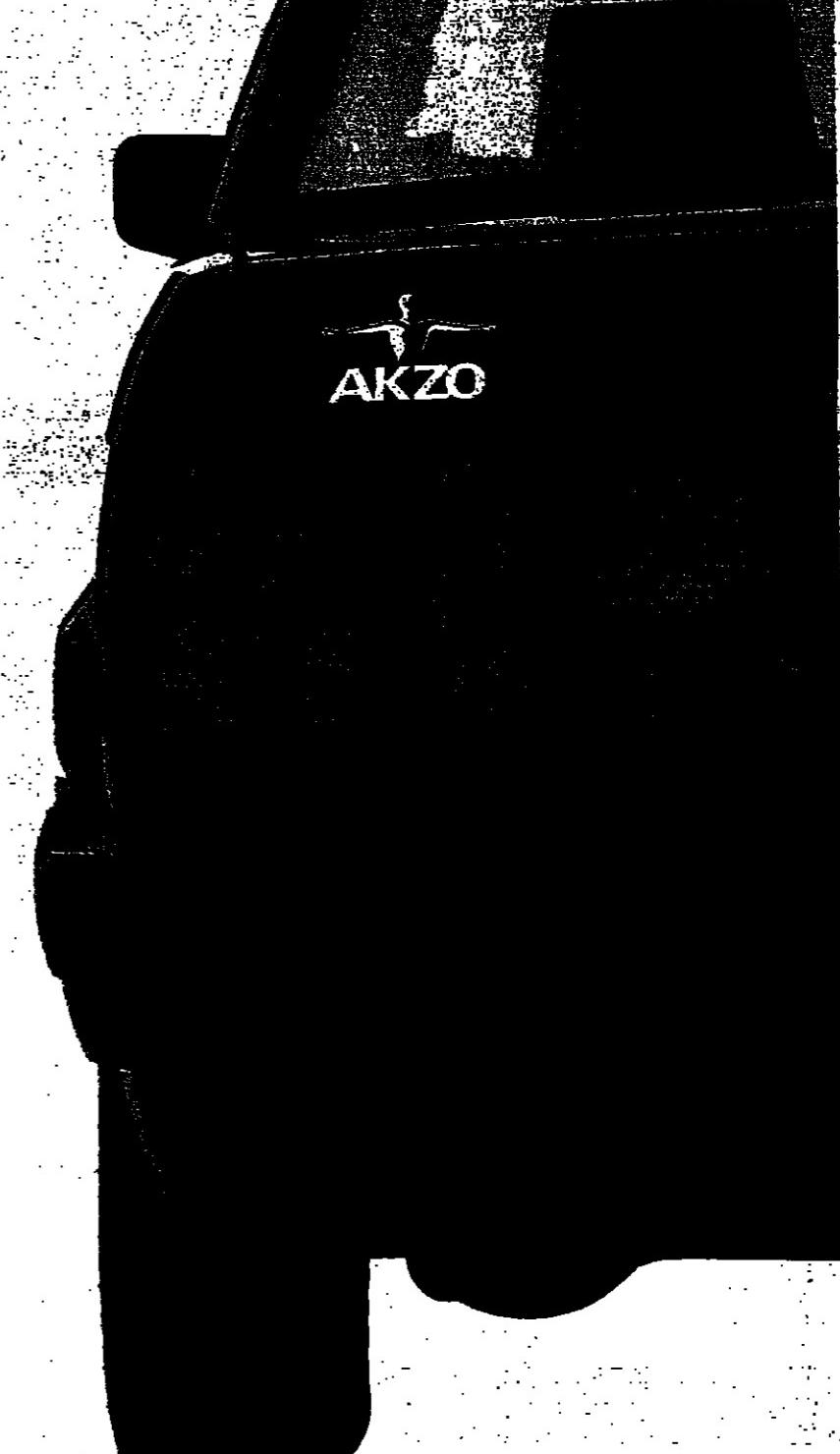
**BDO  
BINDER**

---

We don't stop at the bottom line.



# CREDIT WHERE CREDIT IS DUE



Take a look at your running shoes. You won't see Akzo's name on them anywhere.

Yet it's more than likely that we were responsible for the technology behind the light, bend-where-your-foot-bends uppers.

As well as the rugged, waterproof soles.

In fact we've probably had a hand in every part of the shoe's design. And the next time you're in the car, take a good look

around you. You won't see our name anywhere.

Yet the chances are that the light-weight materials in the chassis were developed by Akzo. As were the smooth textures of the upholstery. And the sturdy plastics that make up the dashboard.

Not to mention the tyres, reinforced by Akzo materials for firm grip and durability, the Akzo polyester yarn in the seat

belts, and the glossy metallic finish on the paintwork.

Even the petrol has been made with the help of Akzo catalysts.

Everywhere you go it's the same story. You won't find our name on any aeroplane.

Yet it is quite possible that the plane's frame has been reinforced using Akzo technology.

There's every chance, too, that we made the coating chosen

by the airline to keep maintenance costs down to a minimum.

A coating that can withstand 175° F changes in temperature before you've even finished your complimentary drink.

(While you relax in a seat that was probably constructed from Akzo materials.) In fact, wherever there's a need for high technology light-weight materials, there's a need for Akzo.

Which is why our 70,000

workers in some 50 countries around the world are continually creating new materials for health care, travel and leisure.

The chances are that wherever you look you'll see Akzo, without ever actually seeing our name.

After all these years, maybe it's time we were recognised.

For further information:  
Akzo Arnhem (31) 85 66 36 33.

If this was Virgin Atlantic's Upper Class,  
the seat on the right would be on page 15.



When it comes to flying to New York, Virgin Atlantic are way ahead of other airlines.

Mainly because the sleeper seats on Upper Class are 55 inches ahead of the sleeper seat behind.

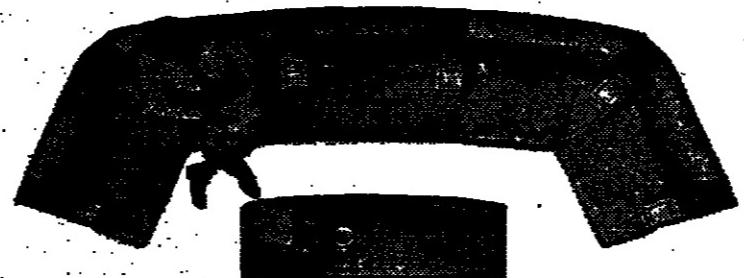
Over one foot further than on any other airline, to provide more room for your two feet.

But as well as offering you extra inches in which to stretch your legs, we also give you several yards.

Take a walk to the unique stand up bar and enjoy an in-flight drink. (The only way your legs will ache on Upper Class is if you stand up for too long.)

Or relax in one of the three lounge areas and perhaps indulge in a game of chess or backgammon.

To further ensure your comfort, we offer you two more luxurious seats, this time in chauffeur driven limousines\*



One, to transport you in style to Gatwick and the other, in New York, to whisk you away to your hotel, far from the madding crowds of the taxi ranks and rail stations.

And if that's not enough, with every Upper Class

ticket, we give you a free stand-by economy ticket valid for 12 months, for yourself, or anyone you care to choose.\*

Along with Virgin's usual non-stop entertainment, wide choice of four course meals and enthusiastic service, it was certainly enough to prompt Executive Travel to vote us Best Business class in the world.

In the words of one Executive Travel writer 'this is an airline that's really trying harder!' You may well agree.

Although we tend to believe other airlines are not trying hard enough.

For details and reservations phone Virgin Atlantic on 0293 551616 or see your travel agent.



**Virgin Atlantic Upper Class to New York. We fly people, not passengers.**

Conditions apply



## CONTRACTS

### Office development for Southampton

PENTAGON, the Hampshire-based design and construction group, has been awarded a £13.5m contract to build an office scheme in the centre of Southampton. The Grosvenor Square development has been designed to retain the style of the square's Regency origins and includes the restoration of existing Grade II listed buildings. Centred around landscaped gardens, the scheme, for the Brighton Worthing and District Property and Investment Corporation (BIC), is scheduled for completion early in 1990.

residential accommodation and extensive car parking facilities. The sensitive location of the development necessitated close co-operation between Pentagon, its appointed architects W.H. Anders & Son and Southampton City Council to recapture the elegant splendour of the original square. Work on the scheme, for the Brighton Worthing and District Property and Investment Corporation (BIC), is scheduled for completion early in 1990.

### £20m orders for Wimpey

The Scottish region of WIMPEY CONSTRUCTION UK has been awarded work amounting to over £20m, a mix of public and private sector contracts for Asda, Strathclyde Regional Council, Edinburgh District Council and Renfrew District Councils.

Work has started on the £12.7m design-and-build contract for a single-storey bay-backed and sheltered warehouse on the West Mains Industrial Estate, Falkirk, for Asda Stores. The 23,500 sq metre building with a height of 12 metres has a low-bay goods input area with a height of 6.5 metres, chill rooms, cold store, service area and loading banks.

In the public sector, contracts worth £2.1m have been awarded by Morgan Grenfell (Local Authority Finance) for Renfrew District Council and Cunningham District Council. Improvements are being carried out to 211 low-rise houses in 45 blocks at Green Road, Paisley, and at Caldon Road, Irvine, the company is converting three-storey flats to two-storey structures.

### Retailing in Glasgow

COSTAIN CONSTRUCTION, a subsidiary of Costain Group, has been awarded a £7.1m contract by BHS, part of the Storehouse, to fit out a store in the St. Enoch Centre, Glasgow.

BHS and Heal's will occupy store No. 1, an area of 8,495 sq metres on four levels within the development. The store will incorporate the BHS sales area at ground and first floors, Heal's sales area at first and second floors, a coffee shop with kitchen and public services, staff accommodation and plant rooms. The trading area

will be serviced by three escalators and three lifts.

The contract calls for structural alterations including the installation of escalator pits and openings with further openings for the ventilation system. A heating, ventilation and air handling system will be installed together with electrical works designed in accordance with the BHS energy saving requirements with a maintained supply back-up generator. The contract has a duration of 39 weeks and is scheduled for completion in April 1989.

### Palace project

A contract worth nearly £10m to restore fire-damaged Hampton Court Palace has been awarded by the Government to JAMES LONGLEY AND COMPANY, Crawley, West Sussex. It was awarded the contract by the Property Services Agency to restore the Sir Christopher Wren state apartments which were seriously damaged by fire in March 1986. The Government said total restoration costs of which the contract forms the major part, would be in the region of £10m to £12m with work taking about three years.

### Drainage in Dubai

LILLEY CONSTRUCTION, a subsidiary of J.C. Lilley, has been awarded a £7.2m contract for the construction of drainage systems and pipelines in the Al Karama area of Dubai. The contract is for the Dubai Municipality and will be of 30 months duration.

#### A FINANCIAL TIMES MAGAZINE

## WE'RE HAPPY TO GO ON TRIAL

To prove how confident we are about our professional appeal, we're prepared to offer you a Trial Subscription today to Pensions Management magazine.

**An Open And Shut Case**  
The facts speak for themselves. Pensions Management is by far the biggest selling and most authoritative magazine in its field. An essential tool for today's Pension Adviser, Fund Manager, Trustee and every other pension professional. Why?

**The Case For The Defence**  
Pensions Management is meticulously researched and written by the country's leading journalists and pensions luminaries. Keeping you abreast of the volatile pensions market, it will enable you to manage your business better and to provide the best possible service for your clients.

#### The Evidence

Each month we bring you an in-depth Research Feature on a topic every serious adviser needs to know, plus all the news of the industry. Often covering subjects neglected in the more general financial press.

Our Monthly Survey is widely quoted and covers essential topics such as fund managers, consulting actuaries, group life assurance, computer software, personal pensions and many other key issues.

We don't want to prejudice your judgement. But if you advise individuals or companies on their pension needs, there is one monthly magazine - published by Financial Times Magazines - that you shouldn't be without. Pensions Management.

Finally, our Performance Statistics. Regularly updated and covering individual pension funds in the UK, exempt trusts, UK annuities and guaranteed bonds.

Each with quartile rankings to balance the monthly fluctuations.

**The Verdict Is Yours**  
In short, the case for subscribing to Pensions Management is an overwhelming one. But you don't have to take our word for it. By returning the coupon below, you can take advantage of a no-risk trial subscription to Pensions Management. We will send you the first two issues free of charge.

**Money Back Guarantee**  
If you are impressed you can continue with the full annual subscription. If not, simply cancel. Any payment you make now will be refunded in full. If you choose to have us bill you and then cancel you will owe nothing. Your first two issues will still be yours to keep, free. If at anytime during your subscription you decide to cancel, the unexpired portion will be refunded.

We feel confident that you will want to continue with the subscription. That's why we are happy to go on trial today. Whatever your verdict - you can't lose.

**Pensions Management**  
Can you manage without it?

FT Business Information Limited. Registered Office: Bracken House, 10 Cannon Street, London EC4P 4BY. Registered in England No 560954

**PENSIONS MANAGEMENT ORDER FORM**

PENSIONS MANAGEMENT is available at the annual rate of £20 (£45 overseas). Complete this coupon to receive 14 monthly issues - the first two will be free.

Please return to: Subscriptions Department, Financial Times Magazine, First Floor, Central House, 27 Park Street, CROYDON CR8 0EE.

I enclose a cheque to the value of £\_\_\_\_\_ made payable to FT Business Information Ltd.

I wish to pay by credit card. Please debit my account VISA/ACCESS/AMERICAN EXPRESS/DINERS.

Card No. \_\_\_\_\_ Expiry date \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Please invoice me  Please invoice my company

NAME BACK GUARANTEE - After receiving my two free issues of PENSIONS MANAGEMENT I can cancel. Any payment I make now will be refunded in full. If I choose to have you bill me, and then cancel, I will owe nothing.

BLOCK CAPITALS PLEASE Mr/Mrs/Miss

Job Title \_\_\_\_\_

Private/Company Address \_\_\_\_\_

Post Code \_\_\_\_\_

Nature of Business \_\_\_\_\_

663050

## FINANCIAL

### TODAY

#### BOARD MEETINGS

#### Financial News

#### Industrial News

#### International News

#### Markets

#### Political News

#### Trade News

#### Transport News

#### World News

#### Wider News

#### World News

## MANAGEMENT

# A Japanese touch on the ivories

Alice Rawsthorn explains how Yamaha's controlling interest in Kemble has boosted productivity at the British piano maker

**E**ver since the Edwardian era when its first pianos emerged from a small workshop in Stoke Newington in north London, Kemble & Co has been a leading light in the British piano industry.

Kemble abandoned the Stoke Newington workshop years ago. Today its piano roll off production lines of purpose-built plants in Milton Keynes and the company is controlled by Yamaha, the giant Japanese corporation and the world's largest musical instruments manufacturer.

For the past two years, teams of Japanese technicians have visited Kemble to scrutinise every aspect of its production process. The Milton Keynes factory recently reopened after being completely refitted with modern machinery and new production systems.

Kemble is by far the biggest and most successful of the small band of surviving British piano makers. It plunged into problems together with the rest of the industry in the slumps of the late 1970s. By the mid-1980s, after stringent cost cutting, it had recovered. But the Kemble family was aware that the international piano market was becoming increasingly competitive. And, as a family firm, it lacked the capital to invest in modern machinery and to move into new areas.

"We fought hard to put the company back on its feet," says Andrew Kemble, joint managing director. "In the short term our prospects seemed reasonable. But we were doubtful about our chances in the long term." The simplest solution for Kemble was to secure the support of a larger group. The obvious candidate was Yamaha, the giant Japanese corporation with which it had been associated as a distributor since the late 1950s.

Yamaha first emerged as a force in the international piano market in the 1960s, when the



Andrew Kemble: calling on Yamaha's experience and expertise Glyn Genkin

influx of inexpensive Japanese pianos dealt a devastating blow to established European manufacturers. The Japanese companies gathered momentum throughout the 1970s and 1980s. Yamaha is now the largest piano maker in the world.

Yet Yamaha had become concerned over the impact of the rising Yen and the political squabbles over Japanese trade policy on its overseas sales. In 1986 it concluded an agreement with Kemble, whereby the British company would assemble and finish the pianos for sale in Europe. Early this year, Yamaha increased its involvement by taking a controlling interest in Kemble.

Yamaha's plan was to suggest ways of obviating these problems by improving the standard of service from Kemble's suppliers.

Similarly Kemble has benefited from applying systems developed in Japan. Kemble had already begun to introduce more flexible working patterns, but Yamaha reinforced this by breaking down tasks into smaller units. An employee who would once have devoted 45 minutes to a particular task now spends as little as 10 minutes on it.

Such initiatives enabled Kemble to boost productivity by 70 per cent last year alone. Once the refitting programme is completed, and the new machinery comes on stream, the improvement will be more dramatic.

The film refitting programme has been accomplished in two stages. The factory closed for two weeks in June and for three weeks this month.

The biggest area of investment has been the installation of polyester finishing equipment. In recent years polyester pianos, that is pianos made from wood with a shiny polyester veneer, have become increasingly popular in Europe. But the necessary equipment is so expensive that, until now, Kemble had been able to make no more than "a handful" of polyester pianos a

week.

Yamaha has provided the necessary capital and the forward orders needed to justify the investment. By this time next year, polyester pianos should provide a third of Kemble's output.

Some of the new equipment, like the sanding and buffing machinery in the polishing section and the conveyor lines that move the pianos around the plant, was originally developed by Yamaha in Japan.

Other equipment comes from different sources, like the new computer-controlled cutting system, which was made in Britain.

"The changes are not intended to turn the Milton Keynes factory into a replica of a Yamaha plant in Japan," says Andrew Kemble. "What we have tried to do is to call upon Yamaha's experience and expertise to help us to improve the efficiency of the factory."

So far the expansion programme has proceeded according to plan. Kemble says that the initial misgivings among the Kemble employees evaporated when it became clear that Yamaha intended to initiate change through discussion not by dictate.

As for Yamaha, it is now embarking on the same process at Premier, the last surviving member of the British piano industry, which it acquired last summer.

## Business courses

Doing business with Iran. Birmingham, November 30. Fee: £200 plus VAT. Details from TradeLink Advisory Services, 63 Judds Road, London W12 9EE. Tel: 01-743 1475. Telex: 522236 COMENT G.

London executive programme, October 2 - December 9. Fee: £10,800. Details from Geraldine Jackson, London Business School, Sussex Place, Regent's Park, London NW1 4SA. Tel: 01-582 5050 ext 381. Tel: 27461 LESKOK G Fax: 01-724 7876.

Developing, implementing and auditing quality systems, Manchester, November 22-25. Fee: £400 plus VAT. Details from Pat Davies, McCrae Consultants, Gerrard Place, Skelmersdale, Lancashire WN8 9SS. Tel: 0685 21447. Telex: 523761 BUL TEL G Fax: 01-685 23667.

Industrial relations in Europe, Brussels, November 23-24. Fee: non-members £850; members £750. Details from the Registrar, Management Centre Europe, Postbox 96, NL-1017 ZH Montfoort, The Netherlands. Tel: 03-51613111. Telex: 215175, 51748. Fax: 02-512 7105.

UK copyright law and practice relating to publishing and entertainment, London, November 2, 16, 23. Fee: £210. Details from Course Organiser (P10), Management Development Centre, City University Business School, Frohman Crescent, Barbican Centre, London EC2Y 8EB. Tel: 01-832 2275.

Reinsurance accounting workshop, London, November 21-22. Fee: £280 plus VAT. Details from Joy Brambrough, Insurance & Reinsurance Group, Bridge House, 181 Queen Victoria Street, London EC4V 4DD. Tel: 01-236 2176. Fax: 01-499 1497. Telex: 851183.

International marketing research, nr Windsor, November 16-18. Fee: £500. Non-members SFrs 1010; non-members SFrs 1200. Details from ESMAR Central Secretariat, J.J. Viostraat 29, 1071 JP Amsterdam, The Netherlands. Tel: 31-20/64 2141. Telex: 18533 esmar nl Fax: 31-20/64 2922.

The general management development programme, London, November 19 - December 8. Fee: £2,300 plus VAT. Details from Sundridge Park Management Centre, Plaistow Lane, Bromley, Kent BR1 3TP. Tel: 01-463 5888. Telex: 264265 Fax: 01-463 1578.

## Information technology

# The managers operating behind a 'culture of bluff'

Michael Skapinker reports on reasons for computer illiteracy

**M**any managers have a guilty secret which they go to great lengths to hide from their subordinates. They do not really understand how their company's computer system works.

A survey published today by the British Institute of Management and the management consultants Coopers and Lybrand says that several respondents referred to a "culture of bluff" among executives who attempt to hide their computer illiteracy.

The problem, according to the survey, lies in the training and education that accompanies the installation and upgrading of information technology systems. Those who do the training often know little about the business. And those who know about the business often get little help in understanding how to get the most out of the systems.

The survey was based on questionnaires completed by 750 BIM members, as well as in-depth interviews with 30 public and private sector organisations.

The questionnaire, which was aimed at general managers rather than IT specialists, showed that 83 per cent had some sort of direct involvement with information technology.

IT education "It was widely believed that a senior manager 'champion' of IT was required in order to hold general responsibility for, and commitment to, IT development."

"In some cases it was suspected that IT had been acquired as a 'good thing', but there had been no active support from senior management for the consolidation of IT following its introduction."

"The equipment was often installed without prior consultation or training and in several instances there had been nobody with sufficient IT experience or knowledge to manage the system."

"Many said, too, that training had been haphazard, particularly for managers. Some managers discovered the capabilities of their system by trial and error," the report says.

Many felt that the training that was on offer to companies was unsuitable. Trainers used too much jargon. They also concentrated excessively on how to operate equipment and

did not spend enough time talking about how the system could be used to benefit the department or the organisation.

Training offered by outside organisations came in for particular criticism. Some information systems managers believe that they are being sold by sales literature and in developing computer material.

The report makes several recommendations which it says could improve the quality of IT education and ensure that computer systems are more effectively used.

One of its recommendations is that companies make IT training and education a responsibility of the board. The report found that the board was responsible for IT training in only 15 per cent of the organisations surveyed. "IT education and training simply hasn't got any clout at board level - no one is fighting for it," one respondent said.

The report says that the board should help to establish an organisation-wide approach to IT training and attempt to ensure that the skills acquired could be used to achieve organisational goals.

Those responsible should help to identify the outside trainers who seem most able to adapt their programmes to fit the organisation's requirements.

"Be more demanding of training suppliers," the report says. "Don't settle for standard courses if they don't meet your needs."

To foster collaboration between the personnel and IT departments, the report recommends that people should be transferred from one to the other at different stages in their careers.

Organisations should also establish a library of what training and education is available and attempt to keep line managers informed. "It is clear that many line managers are not aware of who is responsible in their organisation for IT training and education," the report said.

Managers and IT Competence, from BIM, Cotttingham Road, Corby, Northants NN17 1TT. £20 BIM members. £40

This announcement appears as a matter of record only.



**SPECIALITY**

**PLC**

**£15 MILLION PRIVATE PLACING**

and acquisition of  
The Mount Provincial Developments Group  
for £3.3 million

**SHAREHOLDERS:**

- British & Commonwealth Holdings PLC
- Kleinwort Benson Property Fund
- The Canada Life Assurance Company
- London & Edinburgh Trust PLC
- Canaway Capital Ltd
- London & Manchester Assurance Co Ltd
- Foreign & Colonial Ventures Ltd
- Rutland Trust PLC
- Globe Investment Trust PLC
- Sum Life Assurance Company of Canada

**ADVISED BY**

RUTLAND CORPORATE FINANCE LIMITED

**STOCKLAKE HOLDINGS PLC**

**PAYMENT OF FINAL DIVIDEND  
DURING THE POSTAL STRIKE**

The directors of the Company have resolved that due to the postal strike the dividend warrants relating to the final dividend approved by the Company at the Annual General Meeting held on Friday 9th September, 1988 will not be posted until normal services are resumed.

Until normal postal services are restored shareholders may collect the dividend warrants from the Company's bankers during normal business hours at the following address:

Rao Brothers Limited  
Aldehouse House  
Aldehouse Walk  
London SE1 1XR

Dividend warrants will be issued on satisfactory proof of identity, for individuals this will include a driving licence or passport, evidence of employment or in the case of a company, a copy of a director's certificate or a letter from the company's accountant authorising that person to collect the dividend warrants. Third parties may collect dividend warrants against production of the registered shareholder's written authority which must be duly signed.

M.D. Peat Marwick  
Company Secretary

9th September 1988

**THE FOOD INDUSTRY IN  
THE YEAR 2000**

The Brewery Conference Centre,  
Chiswell Street,  
London EC1

Friday 18th November

Telephone: 01-236 8000

**FINANCIAL  
FOOD LTD**

**CITYLINE**

**0898-123456**

Call 0898-123456 for the latest up-to-the-second financial news and standard rate and premium rate services. VAT free.

Simply by picking up the phone and dialling the FT Cityline number you can access the FT's vast databank of financial information.

You'll get the up-to-the-second prices of over 3,500 leading shares and a choice of 23 Financial Reports including the UK Stock Market Report, Wall Street Report and the Foreign Exchange Report.

FT Cityline can even help you with your portfolio management with its Portfolio and Portfolio Plus services.

Ring now for an introduction to the service on 0898-123456 or, for further information write to FT Cityline, PO Box 3, Diss, Norfolk IP22 3HH.

**Straight to the heart of the City.**

**FINANCIAL TIMES**  
EUROPE'S BUSINESS NEWSPAPER

# STRIKE?...GOLD!




Put business communications back under your own control, now, with Telecom Gold Electronic Mail and Telex. You can send a simple message for less than the cost of a first class stamp; a document to New York for a fraction of the cost of a courier - all from your own PC, and there's no waiting, no bottlenecks, no problems. Now the message is getting through. For information and action call our Direct Response Unit (Free) on: 0800 200 700 Fax: 01 450 2790 Telex: 931999999 TGG.

A member of the Dialcom Group, British Telecom's worldwide supplier of electronic messaging and value added data services.

FT 988

**BALTIC PORTS**

The Financial Times proposes to publish a Survey on the above on  
**11TH NOVEMBER 1988**

For a full editorial synopsis and advertisement details, please contact:

Chris Schaeffing

on 01-248-8000 ext 3699  
or write to him at:

Bracken House, 10 Cannon Street  
London EC4P 4BY

**FINANCIAL TIMES**  
EUROPE'S BUSINESS NEWSPAPER

**FIRST NATIONAL BANK PLC  
AND FIRST NATIONAL  
MANAGEMENT LIMITED**

ANNOUNCE THAT WITH EFFECT FROM  
12th SEPTEMBER 1988  
THE HOME LOAN RATE WILL BE  
**12.75%**

First National House, College Road, Harrow, Middlesex HA1 1FB

**MANAGEMENT  
CONSULTANCY**

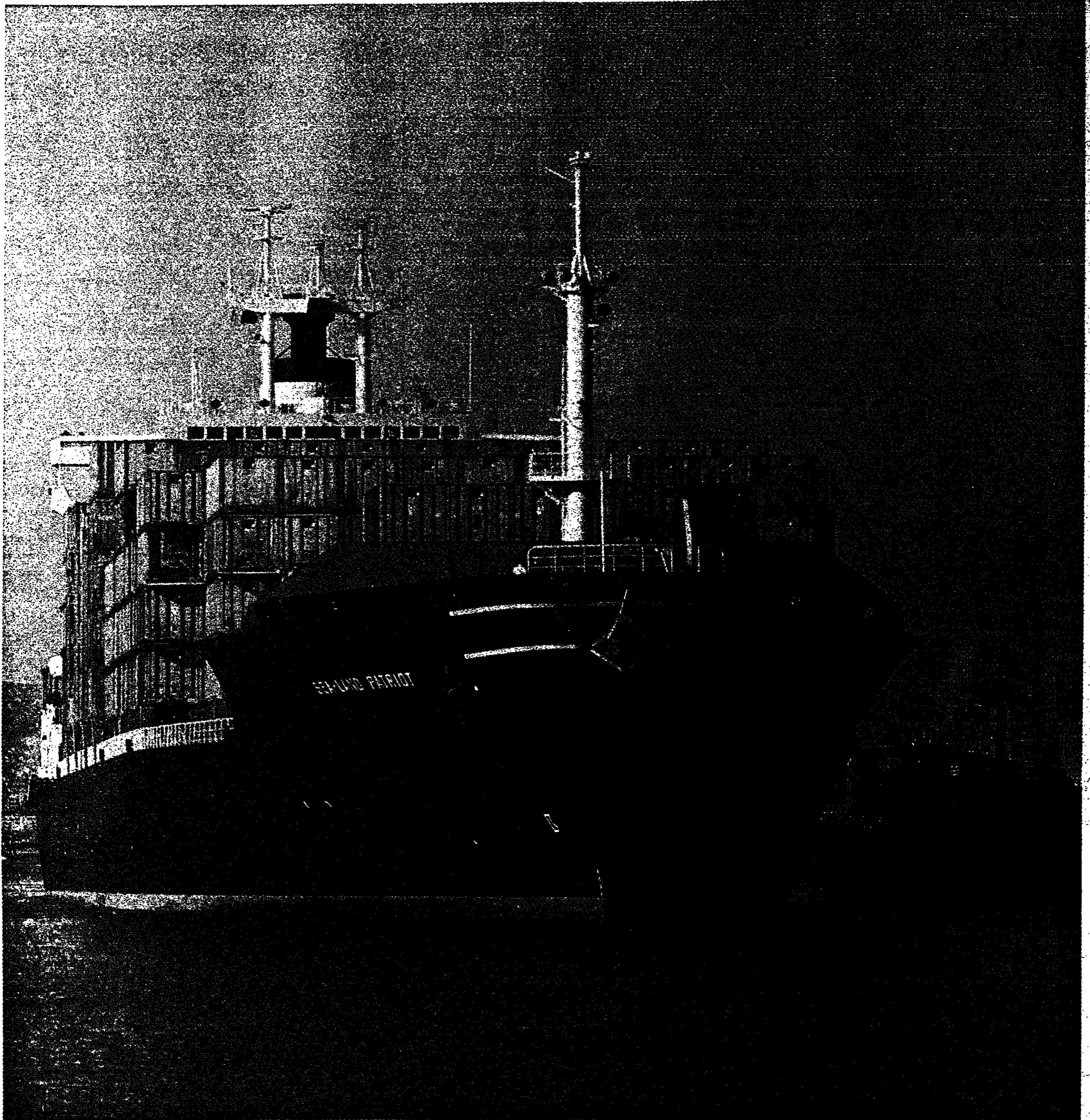
The Financial Times proposes to publish this survey on:  
**OCTOBER 26**

For a full editorial synopsis and advertisement details, please contact:

Chris Schaeffing  
01-248-8000 ext 3234  
01-248 2131  
Write to her at:

Bracken House  
10 Cannon Street  
London  
EC4P 4BY

**FINANCIAL TIMES**  
EUROPE'S BUSINESS NEWSPAPER



# Another One Of Our Trains Arrives At The Station.

If you think we're just a railroad, take another look.

We're a lot more. We're Sea-Land, one of the largest container ship lines on earth, serving 76 ports in 64 countries.

That's not all. We're also trucks. Barges. Pipelines. Energy resources. Fiber optics. Resorts and property development. And, of course, the railroad. And we're developing new technology to make

it all work together.

We're CSX, the first true global transporter. If you've never heard of one before, it's because there's never been one before. This is a company on the move.

Transportation/Energy/Properties/Technology

**CSX**  
The Company  
That Puts Things  
In Motion.

Just in time

## ARTS

# Here is a knight to remember

The consummate *Otello* that Peter Stein staged for Welsh National Opera is unlikely to be forgotten by anyone privileged enough to experience it. The company has now repeated its coup, tempting Stein back to Cardiff with his design team of Lucio Santi and Miodale Bickel, again with the splendid conducting of Richard Armstrong, for a *Falstaff* that may not be as uncompromisingly definitive as their earlier collaboration. The opera itself defies that in any case, but nevertheless represents an extraordinary fusion of stagecraft and musical perception.

This one has to remind oneself is only the third opera Stein has ever produced, yet it moves with a clarity and theatrical certainty which one rarely sees approached by anyone else in the opera house.

In an interview published before the first night Stein revealed that his approach to *Falstaff* had been essentially a conservative one, regarding it as a sequence of clockwork mechanisms that had to be set in motion as efficiently as possible, and absolute fidelity to Verdi's intentions is at the heart of this production. The staging is thoroughly naturalistic - a leap to Garter Inn, tightly confined, a galleried courtyard for Ford's house, unmistakably Tudor, and an austere interior, breathtakingly spacious and magically lit, within which the characters move with the poetic geometry of a Vermeer painting. There is a full-blown oak for the final scene, and otherwise a minimum of prop-

left to chance. The mechanisms are wound with maximum virtuosity for the final fugue - the oak disappears, the stage is left bare, and the entire company is compressed into its centre to jostle for position, as the protagonists weave in and out to deliver their lines, until Falstaff is borne aloft as the curtain falls. As a theatrical analogue to the most intricate of musical designs it is an extraordinary invention, and makes an unrepeatable apotheosis.

This is by no means a self-consciously funny *Falstaff*, but at once a joyous and profound one. No ribs are tickled or thighs slapped and humour is drawn from the characters themselves, from

the puncturing of their pretensions, and the exploitation of the gaps between the surface of reality. Falstaff genuinely wants to believe in his undimmed potency (his wooing of Alice quickly becomes much more than bottom-pinchng harassment and ends in near rape). His humiliation in the final scene therefore is the more savage and the self-realisation which follows the more moving. Similarly Ford's fury in the second act is repulsively exact, yet still hilarious in its excess, and the laughter it evokes is double-edged.

Andrew Clements finds that Peter Stein has brought a joyous Falstaff to the WNO

the generation gap between Falstaff and the household he plagues is wide - Ford is an ambitious man of property, and his wife and daughter, fears, make adjustments to his property, and Mistress Quickly a good 20 years younger than usual. Taking a cue perhaps from *Henry IV*, where she is described as a retired widow who procured women for Falstaff, Stein gives her a blowsy attraction, so that her visit to him in the second act carries a distinct sexual charge.

At the centre of this web of sharply differentiated relationships is Donald Maxwell's fat knight - truly obese, with a convincing paunch amply displayed at one

point - sung with great distinction, though some tonal anomalies. Perhaps because of the lack of slippage, the melancholy is always near the surface, and even the moments of reminiscence are closer to nostalgia than braggadocio. There is a thoroughly reptilian Ford from the American David Malin, and deftly managed Bardolph and Pistol from John Harris and Geoffrey Moses, though the vividness of their contributions, like that of Peter Brondum's Caius, is necessarily less obvious in this production.

Laurence Dale's Fenton, full voiced, irrepressibly impulsive, is a comical delight, and so is Nannie Folio's Nannetta, vocally sometimes frail, but captivating and constantly alive. The trio of ladies is led by Suzanne Murphy's Alice, at her best when evading Falstaff's advances and well supported by Wendy Verco's Meg. Cynthia Buchan is the unconventional Quickie, a busy entrepreneur and probably a thoroughly bad influence on Nannetta. As a unit the cast works with immaculate efficiency, shaping each paragraph with as much dramatic intensity as each act.

These shapes are instantly registered, and underlined by the surety of Armstrong's conducting, which was instantly to severity in the early scenes despite the vividness of the orchestral playing, but acquired more detail and plasticity as it went on, without ever losing its cutting edge. Each element of the production fits exactly into place, and the total effect is magnificent.

**T**he offer of the British crown to William and Mary in 1688 as joint monarchs in place of James II brought political stability to the country, and with it a rare flowering of the domestic and decorative arts. William, Prince of Orange, was not merely a fighting man: when he was not following the chase he had a great interest in gardening and building, which he indulged both in the Netherlands and England.

The Tercentenary of the Glorious Revolution this year provided a wonderful opportunity to mark the birth and spread of the international Baroque style. How sad, therefore, that our premier museum of the decorative arts, the V&A, was so unenthusiastic about a great exhibition: *Plans for The Orange and the Rose* to be held in London and at the Rijksmuseum in Amsterdam, founded under the weight of too many committees of

don until the end of October.

*Fantastic Fancies - Decorative Arts from the reign of William III and Mary II* is appropriately on display at Kensington Palace. Mr Nigel Arch, the Palace curator, must have longed for support to put on an exhibition to do justice to the major contribution the artists and craftsmen of William and Mary's court made to Anglo-Dutch taste. Instead, he has had to put as good a gloss as possible on an exhibition that is, in architectural and art historical terms, extremely minor.

There are just 63 items on

show: paintings, furniture, and ornamental things, many of them lent from the Royal Collection. Luckily the exhibition is seen as part of the tour of the Palace's state apartments, so that it is just possible to get an inkling of the artistic achievements of the reign.

Kensington Palace was created by Christopher Wren for the King and Queen, who moved in at Christmas 1689.

But it is not Wren or Grinling

Gibbons who should interest us here, but Daniel Marot. He was the most important artist to come to England from William, a Huguenot refugee from Paris, he brought with him the style of the city in 1689, but went on to adapt and refine this until he came to be recognised as a designer of international historical monuments.

\* A mass of fascinating research appears in the recent book *The Gardens of William and Mary* by David Jacques and Arend Jan van der Hoek (Christopher Helm, £15.95). Published to mark the Tercentenary and with contributions from many experts, it is both worthwhile and important. The influence of the King is not to be underestimated: Daniel Defoe commends him for reviving the love of gardening and for encouraging others to follow with such a gust that the alteration is indeed wonderful

throughout the kingdom." The great joy of the book is the intricacy of the design as seen in contemporary engravings; historic gardens are of much more than academic interest and this fine presentation of evidence should inspire serious restoration, or even recreation, of major gardens.

Because the development of the English landscape has inclined to follow nature rather than geometry since the reign of William and Mary, it is hard to imagine the complexity and detail of 17th-century gardening. Take Hampton Court, for example, where the possibilities for restoration are enormous. The recent replanting of the lime semicircle in the fountain garden is a token start. In our Royal Parks the standard of planting and the state of historical knowledge is poor. With an aesthetically conscious Prince now resident at Kensington perhaps there is a chance of some work that will elevate the palace and the garden above its present disappointing appearance.

For Kensington and Hampton Court the evidence in this new book should be used as a manual for their renewal and restoration. The Tercentenary's lasting contribution should be a raising of standards for the upkeep, display and restoration of William and Mary's two palaces and their gardens.

It is difficult at Kensington

to imagine how the rooms designed for William and Mary actually looked. But there is no shortage of historical material and it is time that the royal palaces of Kensington and Hampton Court were the subject of much more research and expenditure. For the average visitor it is almost impossible to understand or visualise the former splendour of these places.

The Department of the Environment could learn a lot from the National Trust, and from abroad. The expenditure at Versailles has been vast, and all the way through the restoration has been supported by research and documentary evidence. It is puzzling that such a gap has grown up between the scholars and those who actually run our major national historical monuments.

Kensington Palace was created by Christopher Wren for the King and Queen, who moved in at Christmas 1689.

But it is not Wren or Grinling

Gibbons who should interest us here, but Daniel Marot. He was the most important artist to come to England from William, a Huguenot refugee from Paris, he brought with him the style of the city in 1689, but went on to adapt and refine this until he came to be recognised as a designer of international historical monuments.

\* A mass of fascinating research appears in the recent book *The Gardens of William and Mary* by David Jacques and Arend Jan van der Hoek (Christopher Helm, £15.95). Published to mark the Tercentenary and with contributions from many experts, it is both worthwhile and important. The influence of the King is not to be underestimated: Daniel Defoe commends him for reviving the love of gardening and for encouraging others to follow with such a gust that the alteration is indeed wonderful

throughout the kingdom." The great joy of the book is the intricacy of the design as seen in contemporary engravings; historic gardens are of much more than academic interest and this fine presentation of evidence should inspire serious restoration, or even recreation, of major gardens.

Because the development of the English landscape has inclined to follow nature rather than geometry since the reign of William and Mary, it is hard to imagine the complexity and detail of 17th-century gardening. Take Hampton Court, for example, where the possibilities for restoration are enormous. The recent replanting of the lime semicircle in the fountain garden is a token start. In our Royal Parks the standard of planting and the state of historical knowledge is poor. With an aesthetically conscious Prince now resident at Kensington perhaps there is a chance of some work that will elevate the palace and the garden above its present disappointing appearance.

For Kensington and Hampton Court the evidence in this new book should be used as a manual for their renewal and restoration. The Tercentenary's lasting contribution should be a raising of standards for the upkeep, display and restoration of William and Mary's two palaces and their gardens.

It is difficult at Kensington

to imagine how the rooms designed for William and Mary actually looked. But there is no shortage of historical material and it is time that the royal palaces of Kensington and Hampton Court were the subject of much more research and expenditure. For the average visitor it is almost impossible to understand or visualise the former splendour of these places.

The Department of the Environment could learn a lot from the National Trust, and from abroad. The expenditure at Versailles has been vast, and all the way through the restoration has been supported by research and documentary evidence. It is puzzling that such a gap has grown up between the scholars and those who actually run our major national historical monuments.

Kensington Palace was created by Christopher Wren for the King and Queen, who moved in at Christmas 1689.

But it is not Wren or Grinling

Gibbons who should interest us here, but Daniel Marot. He was the most important artist to come to England from William, a Huguenot refugee from Paris, he brought with him the style of the city in 1689, but went on to adapt and refine this until he came to be recognised as a designer of international historical monuments.

\* A mass of fascinating research appears in the recent book *The Gardens of William and Mary* by David Jacques and Arend Jan van der Hoek (Christopher Helm, £15.95). Published to mark the Tercentenary and with contributions from many experts, it is both worthwhile and important. The influence of the King is not to be underestimated: Daniel Defoe commends him for reviving the love of gardening and for encouraging others to follow with such a gust that the alteration is indeed wonderful

throughout the kingdom." The great joy of the book is the intricacy of the design as seen in contemporary engravings; historic gardens are of much more than academic interest and this fine presentation of evidence should inspire serious restoration, or even recreation, of major gardens.

Because the development of the English landscape has inclined to follow nature rather than geometry since the reign of William and Mary, it is hard to imagine the complexity and detail of 17th-century gardening. Take Hampton Court, for example, where the possibilities for restoration are enormous. The recent replanting of the lime semicircle in the fountain garden is a token start. In our Royal Parks the standard of planting and the state of historical knowledge is poor. With an aesthetically conscious Prince now resident at Kensington perhaps there is a chance of some work that will elevate the palace and the garden above its present disappointing appearance.

For Kensington and Hampton Court the evidence in this new book should be used as a manual for their renewal and restoration. The Tercentenary's lasting contribution should be a raising of standards for the upkeep, display and restoration of William and Mary's two palaces and their gardens.

It is difficult at Kensington

to imagine how the rooms designed for William and Mary actually looked. But there is no shortage of historical material and it is time that the royal palaces of Kensington and Hampton Court were the subject of much more research and expenditure. For the average visitor it is almost impossible to understand or visualise the former splendour of these places.

The Department of the Environment could learn a lot from the National Trust, and from abroad. The expenditure at Versailles has been vast, and all the way through the restoration has been supported by research and documentary evidence. It is puzzling that such a gap has grown up between the scholars and those who actually run our major national historical monuments.

Kensington Palace was created by Christopher Wren for the King and Queen, who moved in at Christmas 1689.

But it is not Wren or Grinling

Gibbons who should interest us here, but Daniel Marot. He was the most important artist to come to England from William, a Huguenot refugee from Paris, he brought with him the style of the city in 1689, but went on to adapt and refine this until he came to be recognised as a designer of international historical monuments.

\* A mass of fascinating research appears in the recent book *The Gardens of William and Mary* by David Jacques and Arend Jan van der Hoek (Christopher Helm, £15.95). Published to mark the Tercentenary and with contributions from many experts, it is both worthwhile and important. The influence of the King is not to be underestimated: Daniel Defoe commends him for reviving the love of gardening and for encouraging others to follow with such a gust that the alteration is indeed wonderful

throughout the kingdom." The great joy of the book is the intricacy of the design as seen in contemporary engravings; historic gardens are of much more than academic interest and this fine presentation of evidence should inspire serious restoration, or even recreation, of major gardens.

Because the development of the English landscape has inclined to follow nature rather than geometry since the reign of William and Mary, it is hard to imagine the complexity and detail of 17th-century gardening. Take Hampton Court, for example, where the possibilities for restoration are enormous. The recent replanting of the lime semicircle in the fountain garden is a token start. In our Royal Parks the standard of planting and the state of historical knowledge is poor. With an aesthetically conscious Prince now resident at Kensington perhaps there is a chance of some work that will elevate the palace and the garden above its present disappointing appearance.

For Kensington and Hampton Court the evidence in this new book should be used as a manual for their renewal and restoration. The Tercentenary's lasting contribution should be a raising of standards for the upkeep, display and restoration of William and Mary's two palaces and their gardens.

It is difficult at Kensington

to imagine how the rooms designed for William and Mary actually looked. But there is no shortage of historical material and it is time that the royal palaces of Kensington and Hampton Court were the subject of much more research and expenditure. For the average visitor it is almost impossible to understand or visualise the former splendour of these places.

The Department of the Environment could learn a lot from the National Trust, and from abroad. The expenditure at Versailles has been vast, and all the way through the restoration has been supported by research and documentary evidence. It is puzzling that such a gap has grown up between the scholars and those who actually run our major national historical monuments.

Kensington Palace was created by Christopher Wren for the King and Queen, who moved in at Christmas 1689.

But it is not Wren or Grinling

Gibbons who should interest us here, but Daniel Marot. He was the most important artist to come to England from William, a Huguenot refugee from Paris, he brought with him the style of the city in 1689, but went on to adapt and refine this until he came to be recognised as a designer of international historical monuments.

\* A mass of fascinating research appears in the recent book *The Gardens of William and Mary* by David Jacques and Arend Jan van der Hoek (Christopher Helm, £15.95). Published to mark the Tercentenary and with contributions from many experts, it is both worthwhile and important. The influence of the King is not to be underestimated: Daniel Defoe commends him for reviving the love of gardening and for encouraging others to follow with such a gust that the alteration is indeed wonderful

throughout the kingdom." The great joy of the book is the intricacy of the design as seen in contemporary engravings; historic gardens are of much more than academic interest and this fine presentation of evidence should inspire serious restoration, or even recreation, of major gardens.

Because the development of the English landscape has inclined to follow nature rather than geometry since the reign of William and Mary, it is hard to imagine the complexity and detail of 17th-century gardening. Take Hampton Court, for example, where the possibilities for restoration are enormous. The recent replanting of the lime semicircle in the fountain garden is a token start. In our Royal Parks the standard of planting and the state of historical knowledge is poor. With an aesthetically conscious Prince now resident at Kensington perhaps there is a chance of some work that will elevate the palace and the garden above its present disappointing appearance.

For Kensington and Hampton Court the evidence in this new book should be used as a manual for their renewal and restoration. The Tercentenary's lasting contribution should be a raising of standards for the upkeep, display and restoration of William and Mary's two palaces and their gardens.

It is difficult at Kensington

to imagine how the rooms designed for William and Mary actually looked. But there is no shortage of historical material and it is time that the royal palaces of Kensington and Hampton Court were the subject of much more research and expenditure. For the average visitor it is almost impossible to understand or visualise the former splendour of these places.

The Department of the Environment could learn a lot from the National Trust, and from abroad. The expenditure at Versailles has been vast, and all the way through the restoration has been supported by research and documentary evidence. It is puzzling that such a gap has grown up between the scholars and those who actually run our major national historical monuments.

Kensington Palace was created by Christopher Wren for the King and Queen, who moved in at Christmas 1689.

But it is not Wren or Grinling

Gibbons who should interest us here, but Daniel Marot. He was the most important artist to come to England from William, a Huguenot refugee from Paris, he brought with him the style of the city in 1689, but went on to adapt and refine this until he came to be recognised as a designer of international historical monuments.

\* A mass of fascinating research appears in the recent book *The Gardens of William and Mary* by David Jacques and Arend Jan van der Hoek (Christopher Helm, £15.95). Published to mark the Tercentenary and with contributions from many experts, it is both worthwhile and important. The influence of the King is not to be underestimated: Daniel Defoe commends him for reviving the love of gardening and for encouraging others to follow with such a gust that the alteration is indeed wonderful

throughout the kingdom." The great joy of the book is the intricacy of the design as seen in contemporary engravings; historic gardens are of much more than academic interest and this fine presentation of evidence should inspire serious restoration, or even recreation, of major gardens.

Because the development of the English landscape has inclined to follow nature rather than geometry since the reign of William and Mary, it is hard to imagine the complexity and detail of 17th-century gardening. Take Hampton Court, for example, where the possibilities for restoration are enormous. The recent replanting of the lime semicircle in the fountain garden is a token start. In our Royal Parks the standard of planting and the state of historical knowledge is poor. With an aesthetically conscious Prince now resident at Kensington perhaps there is a chance of some work that will elevate the palace and the garden above its present disappointing appearance.

For Kensington and Hampton Court the evidence in this new book should be used as a manual for their renewal and restoration. The Tercentenary's lasting contribution should be a raising of standards for the upkeep, display and restoration of William and Mary's two palaces and their gardens.

It is difficult at Kensington

to imagine how the rooms designed for William and Mary actually looked. But there is no shortage of historical material and it is time that the royal palaces of Kensington and Hampton Court were the subject of much more research and expenditure. For the average visitor it is almost impossible to understand or visualise the former splendour of these places.

The Department of the Environment could learn a lot from the National Trust, and from abroad. The expenditure at Versailles has been vast, and all the way through the restoration has been supported by research and documentary evidence. It is puzzling that such a gap has grown up between the scholars and those who actually run our major national historical monuments.

Kensington Palace was created by Christopher Wren for the King and Queen, who moved in at Christmas 1689.

But it is not Wren or Grinling

Gibbons who should interest us here, but Daniel Marot. He was the most important artist to come to England from William, a

## FINANCIAL TIMES

BRACKEN HOUSE, CANNON STREET, LONDON EC4 P4BY  
Telegrams: Finantime, London PS4. Telex: 8954871  
Telephone: 01-248 8000

Monday September 12 1988

## Reforming the PLO

WHEN Mr Yassir Arafat, chairman of the Palestine Liberation Organisation, meets socialist members of the European Parliament in Strasbourg tomorrow, the world outside will be waiting with more than routine interest to hear what he has to say. The PLO is currently immersed in a fundamental review of its role and aims in the run-up to crucial meetings sometime later this year of the Palestine National Council, which Palestinians regard as their "parliament-in-exile." But nobody is at all sure where the process will lead, or precisely what the ever-elusive Mr Arafat is aiming at.

What is clear is that the events of the last few months have simultaneously confronted the PLO leader with the biggest challenge and the greatest opportunity of his long career.

In some ways the nine-month Palestinian uprising in the Israeli-occupied West Bank and Gaza Strip has transformed the political contours of the Arab-Israel conflict. But it has clearly not brought the PLO any closer to its goal of a Palestinian homeland. In view of King Hussein of Jordan's recent move to distance himself from the West Bank, the organisation faces a daunting credibility test: it has to show that it can do something positive for its people under occupation and evolve a strategy to turn the international sympathy generated by the uprising into concrete political gains.

### Transfer of funds

Given tightening Israeli restrictions on the transfer of funds into the territories, the provision of practical assistance is likely to prove extremely difficult. Harder still, in view of the PLO's diffuse structure and its past propensity for dreaming, is the construction of a realistic new political programme ahead of the PNC meeting.

The first plank of such a platform appears to be taking shape, and Mr Arafat is busy sounding out the international community on its likely response. As he confirmed last week, the plan is to seek international recognition for a "provisional government" in the occupied territories as the first step towards independent statehood. Such a body would

## Scotland's giant quango

LIKE WALES and Northern Ireland in their particular ways, Scotland is governed from London according to conventions that are peculiarly its own. This may help to explain why the British Prime Minister, Mrs Margaret Thatcher, has given her blessing to a scheme that, at first blush, has a decidedly un-Thatcherite look about it. It involves the creation of a new agency, called Enterprise Scotland, which would incorporate the Scottish Development Agency, the Highland and Islands Development Board and also the Scottish services of the Training Commission (formerly the Manpower Services Commission). The scheme appears to enjoy the guarded support of the Scottish trade unions and the Labour Party. It has, in short, all the marks of a plan to create a large new quango of a kind that would have happily found a home in pre-Thatcher Britain.

The fact that Whitehall regards Scotland as "different" is not, however, a sufficient explanation. There is another. The share of votes won by the Conservative Party in Scotland has declined steadily since 1955. The party is insignificant in Scottish local government. There are only 10 Scottish Tory MPs at Westminster, the lowest number since 1910. The Labour Party has 50. It might be thought that in political terms Scotland is therefore a write-off for Mrs Thatcher; after all the Tories could hardly fall any further. In fact the arithmetic works the other way: the more seats they can win back from Labour, the harder it will be for the Labour Party, which faces an uphill struggle in England, to win a general election.

### Changing culture

Mrs Thatcher's ambition is not, however, merely a matter of retaining political power for the Conservatives. She aims to change the entire British culture, from one that contained a heavy element of dependence upon the state to one that is more self-reliant and enterprising. What was corporatism is intended to become free-market capitalism. The Prime Minis-

**A**ll of a sudden, big steel makers in mature industrialised countries have discovered that the business of churning out a vital but basic commodity is not too bad an occupation after all.

After years of varying degrees of misery, watching rapacious producers in developing nations eat into their share of the steel market, most suppliers in the US, Western Europe and Japan now enjoy strong demand. With large scale cost cuts behind them, firmer prices and liberal doses of protectionism, most are making money. Some are making it hand over fist.

After racking up losses of \$3.5m in 1986-87, the five big Japanese integrated steel makers have rushed back into profit at dramatic speed. The big American steel companies, collectively known as Big Steel, have only to fire up a blast furnace these days to squirt another dollop of black ink on to the balance sheet. The US industry notched up a collective profit of \$560m in the first three months of this year alone. USX, America's biggest steelmaker and once a typical example of the rustbelt, has just re-opened its long dormant exporting division.

The fragmented European industry is in differing states of health with some producers slipping back into the red in 1987. But demand has jumped 15 per cent this year for European steel, and most companies are now making money. British Steel, the most seriously crippled European company six years ago, will probably make £300m this year.

But one thing everyone knows in this industry is that all this cannot last. Forecasting what will happen in steel has always been a tricky business. But as a pivotal supplier to the world's construction and engineering industries, steel is a cyclical industry in which good times never roll for ever.

Roller-coaster supply and demand in steel is a manufacturer's nightmare. Crude steel production in the western world reached 530m tonnes in 1979, then plunged to 360m in 1983 before climbing back in fits and starts to about 480m this year. Every analyst's long term report on the industry is littered with suppositions, probable scenarios and wild card possibilities.

The story of steel might be its return from the grave. But something more deep rooted and fundamental than the vagaries of the market is also happening. In Europe, the US and Japan, which still account for almost half of the world's output of 730m tonnes, a series of structural realignments are underway within and between the big steel makers. This promises to change the face of the industry.

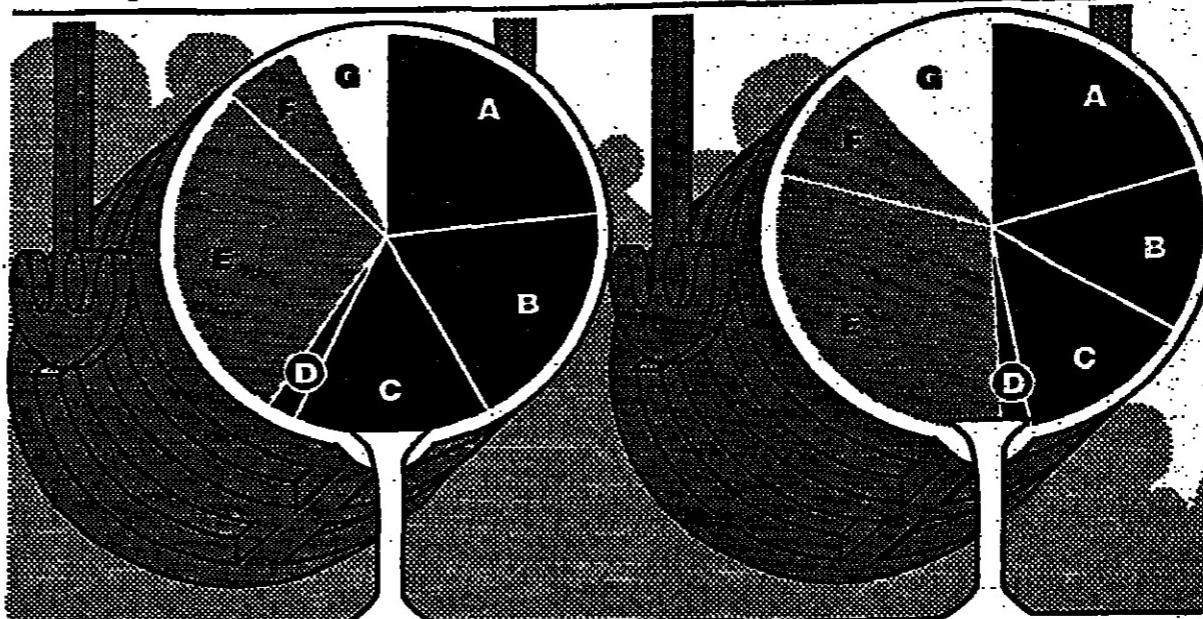
The shape of these changes is different in each of the three producing areas. But there are a number of common themes, including more alliances between producers and more diversification away from steel. One result so far is the steady decline of the large, non-diversified steel maker. A principal question for the industry is whether these changes will continue and even accelerate under the pressure of the next couple of cyclical downturns in steel demand, whenever they come.

Three issues stand out:

- What are the prospects for the wide-ranging diversification programme now under way among Japanese steel companies?
- Is the resurgence of Big Steel in the US merely temporary, destined to founder on its shocking recent record of capital investment?
- In Europe, will recent deals with steel companies in the same country and the very tentative emergence of cross-border alliances eventually lead to major cross-border acquisitions?

First, the five Japanese integrated steel makers. They have dug themselves out of the crisis they faced in 1986 with remarkable speed. Actions included plans – still only partly car-

### Steel production: Geographical distribution



INDUSTRIALISED COUNTRIES	59.3%
A Western Europe	23.3%
B North America	18.7%
C Japan	15.0%
D South Africa, Oceania	2.3%
CENTRALLY PLANNED ECONOMIES	33.4%
E USSR & Eastern Europe	28.1%
F China and North Korea	5.3%
G Developing Countries	7.3%

Source: International Iron and Steel Institute

INDUSTRIALISED COUNTRIES	48.9%
A Western Europe	20.5%
B North America	13.0%
C Japan	13.3%
D South Africa, Oceania	2.1%
CENTRALLY PLANNED ECONOMIES	39.3%
E USSR & Eastern Europe	30.4%
F China and North Korea	8.9%
G Developing Countries	11.8%

Source: International Iron and Steel Institute

## Forging a future from recovery

Nick Garnett finds that the world's steel producers are making money again after years of misery

led out – to cut production capacity by a fifth to 70m tonnes by 1990 to reduce the workforce by a third to 1.25 million. The Japanese drive towards higher value added steel products has helped, as have firmer prices and surging domestic demand from construction and engineering.

But just as striking has been the move towards diversification. Kobe already claims that less than half of its sales are from iron and steel. Already the world's largest supplier of electrodes, it is now moving into transputers, computer graphics and laser scanners. Nippon Steel says that within six years steel will account for

no more than a half of sales compared with 80 per cent now. It wants electronics, information and communication systems to make up 20 per cent of its business by 1995. It now imports silicon wafers from the US, has joint electronics ventures with Hitachi and IBM Japan and is moving into computer work stations. Nippon Kokan set up biotechnology and electronics divisions last year. By the end of the next decade Kawasaki Steel wants 40

per cent of its expected ¥2 trillion sales to come from new businesses.

This is a remarkable development, but the steel companies, with the possible exception of Kobe, have yet to show they know what they are doing with this programme. Some North American producers say it could all backfire. Many Japanese steel makers are also sliding into property development, leisure and retailing. One calculation is that not even the most efficient Japanese steel plant could make the same profit return as selling for redevelopment the land on which it is built and cashing in the proceeds.

Along with this has gone a clutch of cross-border deals with the US. National Steel is a three year old joint venture between National Intergroup of the US and Nippon Kokan. Nippon Steel has a 40 per cent share of a \$400m cold rolling complex being built by Inland Nissin, Japan's sixth largest steel maker, has just opened a joint venture coated sheet plant with Wheeling-Pittsburgh. Peter Marcus, the steel analyst at US broker Salomon Brothers, says some of these deals have not been too successful. There is no sign yet that the Japanese wish to move further into the US.

Restructuring in the US steel industry has meant savage cuts. Of the 400,000 mainstream steel jobs in 1980, only 150,000 survived. Relative wages of steelworkers have been slashed from the levels of the late 1970s, when they earned 85 per cent more than the average in US manufacturing. Partly as a result of these moves – and factors like currency – Big Steel has come back with a vengeance.

Yet despite all this, the position of Big Steel is being quietly but remorselessly eroded. The recent investment record of US steel makers has been desperately poor, even if they are showing belated signs of trying to rectify this. Capital investment in the US steel industry has actually fallen from \$2bn in 1983 to \$1.6bn last year. This compares with the 10 EC countries where investment rose from \$2.4bn to

4.1bn in the same period, according to the International Iron and Steel Institute.

Even without this, power within the US steel industry has been shifting away from Big Steel and towards mini mills and the so-called reconstructed companies born out of bankruptcy. The share of US production held by the major mills has dropped from 78 per cent in 1979 to less than 50 per cent. Reconstructed businesses,

**Big Steel's long term future remains in doubt**

## We even prepare end of term reports.

Throughout the term of a leasing contract with R.J.Hoare, the company makes available to its clients regular and detailed lease and vehicle reports.

Apart from end of term reports, they can be supplied quarterly or monthly or even every single day, depending on your needs. And cover such diverse subjects as maintenance histories and costs, vehicle mileages and end-of-lease predicted mileages and costs, on-going vehicle customer reports, tax allowances regarding contract rentals, vehicle budget reports for financial planning, etc, etc.

It just goes to show the lengths to which we go to provide you with the most comprehensive and up-to-the-minute leasing service in the land.

A service which also incorporates the pick from any vehicle range currently available in the UK.

Back-up service from any one of 4500 strategically located facilities. The best possible insurance cover. AA and RAC membership at whatever level you prefer.

The list goes on.

Send for our fully descriptive brochure today and discover how limitless leasing choice and service can help you cut costs while increasing your motoring pleasure.

**R.J.HOARE Leasing Limited**

LEADING ALL THE WAY

337 Poole Road, Bournemouth, Dorset BH2 1AE.

Tel: 0202 42351

### OBSERVER



"I can't find a colour supplement anywhere – so it must be Monday."

It could eventually figure alongside video cassette recorders and cellular phones.

### Indian stunt

Vijayput Singhania, the man who set a new London-Delhi microlight aircraft flight record of 23 days when he landed on Saturday, is a 49-year-old millionaire industrialist. He flew a red and white British-built CFM shadow aircraft, weighing less than 150 kg. Brian Milton, the British journalist whose record of 34 days was broken, was there to meet him.

Singhania is part of the JK organisation, the fourth largest industrial conglomerate in India. He said he undertook the flight to promote the spirit of adventure in the country. He does not want India to be known only as a nation of snake charmers". The principal reason, however, was to promote the Indian Post, the promising English daily the

JK organisation launched in Bombay 18 months ago.

It worked. Most of India's Sunday newspapers carried front-page stories of a smiling Singhania standing in front of his aircraft whose name, 'L'Esprit d'Indian Post, was prominently painted on the fuselage.

### Pale greens

Brand New Product Development Ltd has published some useful research to accompany the Green Consumer week that opens in Britain today. The thrust of it is that the green movement itself may still antagonise people a little because it is seen as being too aggressive, and sometimes freakish.

But a kind of pale green movement is developing. It includes those for whom ecological concern is now one of the factors influencing their purchases.

The section of the community that is becoming increasingly open to the movement is women with older children. The children pick up the environmental information at school and "educate" their mothers, who can be very receptive when it comes to purchasing.

One finding seems remarkably high: 23 per cent of respondents to an opinion poll said that they had taken bottles to a bottle bank. More said they would do so if there were more bottle banks available.

### Can't win

A reader whose wife repeatedly nagged him because he never replaced the cap on the toothpaste after use decided to turn over a new leaf: on three successive mornings he replaced the cap. On the third morning his wife said she wanted to ask him a personal question. "Tell me," she said, "why have you stopped brushing your teeth?" Of course, it was probably the wife who squeezed the tube from the middle.

Job in life

including LTV which is still in Chapter 11 bankruptcy, now have 35 per cent of the market and rapidly expanding mini mills have doubled their share to around 20 per cent. Some of the large US steel companies like Bethlehem are still overwhelmed in steel. Others have diversified at varying speed. At LTV, steel has dropped slowly from two thirds of sales to three fifths since 1980. At USX, which owns Marathon Oil, it has tumbled from around three quarters of sales to a third.

Everyone agrees that Big Steel could ride through the next cyclical downturn through its overall share of the US market will fall. Its long term future, however, is the subject of disagreement. Many US analysts point to the big companies' low costs – well below those in Japan – and to healthy steel profits. European steelmen, on the other hand, point to the advanced age of many blast furnaces and the drive towards diversification. "The US is a fading force," says Jonathan Aylen, a British academic specialising in the steel industry.

The picture in Europe is much more fragmented and the performance of steel companies more varied. After shedding 500,000 jobs since 1979, perhaps another 50,000 jobs are still due for the chop. Company amalgamations are still trying to get their own houses in order. But already observers are wondering whether the ownership structure of the industry – which includes many partly diversified steel-engineering groups – will undergo a lasting change.

Up to now, ownership restructuring and partnerships in Europe have largely been within national boundaries. They include the realignments between the public and private sector in the UK, the merger of Saclor and Usinor in France and the recent decision of Thyssen, Mannesmann and Krupp in Germany to merge some of their steel operations.

Cross border deals have always proved difficult. The last big one, the alliance between Hoogovens in Germany and Hoogovens of Holland – ended in recriminations in 1982 after 10 years. But a few have got off the ground, like the production sharing agreement between Arbed of Luxembourg and Cockerill-Sambre of Belgium. A few more are beginning to happen. Unifor-Saclor and Cockerill-Sambre of Belgium are combining production in one product category, merchant bar, as part of a deal under which the French company takes over Cockerill's electrical steel business. Valourec in France is thought to be discussing, with British Steel, an alliance in tubes, as is Mannesmann with Italy's Finisterre.

These deals, however, are relatively small. A report last month by Jonathan Aylen for the US Institute for Fiscal Studies questioned whether there would be a rush for cross-border mergers because of nationalistic rivalries, the role of influence of Government holdings in many steel industries and bid-blocking devices. "In short, European steel is protected against hostile take-over bids," he says.

But some in the European steel industry believe there could be a slow drift towards cross-border co-operation in steel manufacturing and marketing. That would leave a difficult question for British Steel, due to be floated off to the private sector very soon. British Steel is one of only a very few steelmakers around the world that has "stuck to the faith" by both investing in steel and not diversifying out of it. Dofasco in Canada, which has just purchased Algoma, another Canadian steel maker, is another example. In the present climate companies like that might have two choices if they wish to grow: to climb on the diversification bandwagon, or try to become even bigger in steel by acquisition and joint venture.

The conference of the West German Social Democratic Party which finished earlier this month was an important and most confusing political event.

The importance lay in the bold decision that the SPD (or part of it) has once again begun focusing its considerable intellectual resources on the formation of a coherent left-of-centre economic and employment policy. If successful, such a policy could transform the SPD's electoral chances in 1990, provide a beacon for the European left still bereft of appealing new ideas, and restore the "Swedish model" to the honoured position it once enjoyed among social democrats everywhere.

The confusion, on the other hand, was summed up by the ecstatic reception reserved for a key speech from Oskar Lafontaine, the standard bearer of the SPD's new economic thinking, who was then immediately subsumed by the same delegates in votes for the party's senior posts. So the victory of the "new revisionists" is by no means assured.

Under Helmut Schmidt in the 1970s the SPD leadership enjoyed a reputation for economic competence unchallenged by any other social democratic party. But in the 10 years since the worldwide loss of faith in Keynesian demand management the party has lost its economic touch. Despite embracing the market economy at Bad Godesberg in 1989, the SPD's image – in opposition after 1983 – became increasingly anti-capitalist and/or anti-social.

What the new revisionists – led by Lafontaine, the Saarland premier – are now proposing is that capitalists should not just be tolerated, they should be encouraged to invest, and reinvest higher profits in the interests of job creation. But Lafontaine is not merely advocating a more unequal, democratic distribution of national income; he is also groping towards a "post-corporatist" model for social advance and full employment – despite borrowing many of his ideas from Sweden, that archetypal corporate social democracy of 1970s.

The most politically dangerous (and headline-grabbing) part of his speech was a direct attack on trade union privilege and militancy. In the jargon of the labour markets he accused the "insiders", the well-paid, well-organised, bureaucrat or skilled worker, of disregarding the interests of the "outsiders", the unemployed, the partly employed, and many women workers. Mr Lafontaine also spoke warmly, if rather vaguely, about the advantages of decentralisation, dynamic smaller companies, the importance of an ecologically sensitive tax system, and the benefit of worker stakes in capital.

But if there is something of "If you can't beat the right, join it" about some of these ideas, the SPD as a whole (not just the new revisionists) is breaking new ground in another way. The conference agreed to a quota system to raise women's participation in politics. The system requires that by 1994 women hold 40

## A cocktail to revive the left

David Goodhart looks at attempts to reinvigorate the West German SPD

per cent of all party posts and by 1998 40 per cent of all its MPs' seats. It is also an attempt to "capitalise on the leftward shift in women's voting habits, and pull the rug from under the Right".

Superficially the emphasis on women, ecology, the unemployed, and the party's new economic thinking, was then immediately subsumed by the same delegates in votes for the party's senior posts. So the victory of the "new revisionists" is by no means assured.

Under Helmut Schmidt in the 1970s the SPD leadership enjoyed a reputation for economic competence unchallenged by any other social democratic party. But in the 10 years since the worldwide loss of faith in Keynesian demand management the party has lost its economic touch. Despite embracing the market economy at Bad Godesberg in 1989, the SPD's image – in opposition after 1983 – became increasingly anti-capitalist and/or anti-social.

What the new revisionists – led by Lafontaine, the Saarland premier – are now proposing is that capitalists should not just be tolerated, they should be encouraged to invest, and reinvest higher profits in the interests of job creation.

**The revisionists want capitalists to be encouraged to reinvest higher profits in the interests of job creation**

West Germany or Austria is no longer possible or even desirable; and neither is the piling up of large budget deficits. "At a time of high real interest rates deficit spending is just a redistribution from taxpayers to holders of capital, and it has proved incapable of dealing with mass unemployment," he said.

Equally the traditional trade union goal of increasing the share of wages in national income does nothing for the unemployed. "We have to offer capitalists higher profits to tackle unemployment," says Professor Scharpf. And the new revisionists do indeed propose a reduction in corporate tax, at least on reinvested profits, that goes considerably further than the plans of the present conservative coalition.

Another novelty – at least for a social democratic audience – lies in the revisionists' plans to increase the number of jobs without increasing

unit labour costs for employers. They advocate three main approaches:

- First, the state should subsidise private employers to hire new workers, at a lower cost to government finances than keeping them on unemployment benefit.

- Second, working time should be reduced but, at least for better paid workers, pay should decline proportionately; it was this idea, floated in the middle of public sector wage negotiations earlier this year, which first won Lafontaine the enmity of the unions. He has now added the thought that in return for pay cuts, at least motionless employers and unions should sign binding agreements on the creation of new jobs.

- Finally, more flexible working times should be introduced in capital intensive industries and in the services sector. In advocating a more efficient use of expensive machinery Lafontaine is speaking up for Germany's big manufacturing exports and anxious about low-wage competition from the Far East. He also wants to convince them that, under an SPD government after the creation of the European Community's single market in 1992, it will not be necessary to shift their plants to lower cost parts of the EC.

Much of this is music to employers' ears, especially coming from "red Oskar" – until recently a darling of the left and one-time advocate of an SPD alliance with the Greens and withdrawal from Nato. And it has been warmly greeted by leading members of the liberal Free Democrats, with whom the SPD will have to ally themselves to return to power.

But there is also a social democratic precedent. Sweden was admired for its welfare system and its consensual industrial relations. But the SPD leaders who have recently been bumping into each other in Stockholm have been examining the wealth creating aspects of the model: the low corporate taxes, the flexible use of manpower and machines in the dynamic exporting sector, and relatively low pay and disciplined unions in the public sector.

The Swedish economy is an attractive model to the SPD because it has a similar structure to the German and the Swedes have overcome their structural crises in shipbuilding and



Mr Lafontaine: formerly Red Oskar, darling of the left

steel with virtually no unemployment. But genuflecting before the Swedish model and quoting Brecht and Marx in his speeches will not protect Lafontaine from his many SPD opponents who dislike what they view as his Napoleonic posturing, his trendy pragmatism and his anti-union advocacy of "socialism in one class."

The unions and the traditional Keynesians who stand in Lafontaine's path are not dimmed. Frank Steinkühler, leader of IG Metall, and his friend and opponent to Lafontaine, claimed at the conference that Ford had admitted in negotiations that if it were to win weekend working at its three big European plants the subsequent increase in production would be so huge that without a corresponding surge in demand it would be able to close one of the plants. (Ford denies that it is even seeking weekend working in Germany.) And the economic policy document that the conference actually passed fell far short of the full Lafontaine package.

Whether Lafontaine prevails depends in part on the support of party leader, Hans-Joachim Vogel, and on the political calculation: can the SPD win without the active support of the unions? The new revisionists argue that union members – except perhaps in parts of the public sector – would endorse much of their package, and that activists and leaders will still work to get the vote out

during an election because the SPD will remain their best option.

The former view seems borne out by the growing trend for works councils at plant level to accept temporary packages of shorter hours in return for more flexibility, against the orders of union head office. Also, as one senior IG Metall official admitted, most union leaders recognise that Lafontaine does possess political clout and remains the most likely figure to lead the SPD out of the wilderness. The unions thus have the delicate task of trying to undermine some of his ideas without wounding him too much.

Even Lafontaine's supporters often find him brusque and unpredictable but he none the less articulates the yearning for a new cocktail of ideas – beyond traditional left and right – felt by a large group in the party. His attempt to re-establish the social market idea of market dynamism combined with social responsibility, and then mix in the feminist and ecological ideas of the 1988 generation has certainly caught the imagination.

Some of Lafontaine's appeal and radicalism evaporates outside Germany where, for example, Sunday working and environmental protection are not such emotive issues. But his attempt to revive the SPD could have reverberations throughout a European left still groping for a new intellectual framework.

## LOMBARD

### A non-believer begins to cheer

By Samuel Brittan

A BOOK HAS been published which should do more good to the reputation of the Government's economic policy than any number of essays from true believers. For Professor Geoffrey Maynard is a mainstream practitioner who has few of the enthusiasm of the acolytes.

In *The Economy Under Mrs Thatcher*, just published in paperback by Basil Blackwell, he explains in some detail why monetarists did not provide much guidance in the period and only after the event did they indicate the unreliability of Sterling M3.

He is pretty cool about the current favourite, M0. He believes, too, that because of the deleterious effects on the exchange rate of relying solely on interest rates budgetary policy must also be used to manage demand.

He criticises the Government for not paying more attention to the social consequences of unemployment, and for failing in introducing both specific targeted measures and more fundamental measures on education and training.

Yet despite these and many other criticisms, Maynard states that "the economy is now better positioned for sustained growth than has been the case for many years past."

But first he disposes of the view that unemployment was high because the Thatcher Government refused to boost demand in the early years. He attributes the unemployment rate of both the 1970s and the 1980s to upward pressure on real wages. His chapter on employment policy is probably his best.

The contribution of excessive real wages is obvious from the figures for the 1980s. In the 1980s, when profit margins have been restored, the argument is a more subtle one about the attempt to obtain excessive real wages, which leads instead to fewer jobs and higher prices at any given level of demand.

In the Thatcher Government's own contribution to economic regeneration, "the exchange rate has been central" according to Maynard, an explanation which may not be music to the ears of some of Mrs Thatcher's advisers. The key to most of what happened was the upward pressure on

the real exchange rate as long ago as 1979/80. From this, most other events flowed.

The exchange rate squeeze was doubly unintended. It arose out of monetary policy mistakes, which transformed an intended gradual disinflation into a sharp shock. Moreover, the unforeseen result was a highly successful, if accidental, industrial strategy.

"By refusing to accommodate rising costs and poor productivity with exchange rate depreciation, macro-policy imposed pressure on industry to raise productivity, lower costs, and generally move its products up market. Many firms whose managements were often vociferous in their criticism of government exchange rate policy subsequently achieved productivity improvements and product upgrading to an almost revolutionary degree."

But unlike many of the retrospective defenders of the 1979-82 exchange rate squeeze, Professor Maynard believes the Government was right to allow sterling to fall back afterwards and to allow a further fall when the oil price plunged in 1985. Maynard sees the point of Nigel Lawson's informal shadowing of the EMS and also his drive (unconsciously) dropped under pressure from the Prime Minister for a more stable exchange rate system at last year's IMF. On the other hand, he does not share the Chancellor's enthusiasm for cuts in the average rate of income tax.

Maynard has suffered for his iconoclasm: first, under the Douglas Hurd regime in the Treasury in the 1970s, and later for telling our present rulers that monetary policy could not reduce inflation without heavy initial unemployment.

To get the most out of this study, the reader will have to come with his own questions, rather than expect the issues to be painted in primary colours. The publisher could have made the work easier to follow if he had introduced an analytical table of contents, a list of tables and charts, and given the date of going to press. He could also have done more to publicise it. But even a British publisher cannot prevent the book from being the best non-fiction guide to Thatcherite economic policy on the market.

## LETTERS

### Six recommendations for the debt problem

From Mr Anthony Solomon and Mr Rodney Wagner

Sir, We object strongly to the report of conclusions reached by a panel we chaired on developing country debt, which appeared on the front page of the Financial Times on September 8. The Third World Debt Panel of the Economic Policy Council of UNA-USA made six recommendations for addressing the debt problem, one of which called for "partial debt forgiveness," as reported in your article. Debt forgiveness has an important and precise meaning in banking: the unilateral cancellation of a claim by a creditor. In fact the panel discussed and specified

call rejected recommending debt forgiveness.

The report of the panel of 23 participants, representing many points of view on the debt situation, attempted to identify broad thrusts that would preserve stable banking systems and allow debtor countries to resume growth and economic development benefiting all their people. It calls for:

- (1) Governments of the major financial centres to exert strong leadership among key participants and to support flexibility and the search for innovative solutions.
- (2) Structural reforms in the debtor countries.
- (3) Creditor banks and govern-

ments to act in concert to close the gap between debt servicing outflows and financial inflows from all sources, when action by debtor countries are not sufficient to bridge the gap.

(4) The US Congress to approve the US contribution to the World Bank's General Capital Increase and for more imaginative use of co-financing and parallel financing techniques by the World Bank and regional development banks.

(5) Voluntary debt-service-reduction techniques – including debt exchanges, debt-equity conversions, and exit bonds – to be pursued as a serious alternative and complement to more lending with

official encouragement and support when appropriate.

(6) Recognition that if debt service reduction is carried out co-operatively and voluntarily through negotiation and mutual agreement by the principal parties, it would have the desired effect not only of reducing outstanding claims against the country but of aiding economic recovery and bringing about "creditworthiness."

Anthony M. Solomon, Chairman, S.G. Warburg (USA), Rodney S. Wagner, Vice Chairman, Credit Policy Committee, Morgan Guaranty Trust Company.

**Ferranti was very enterprising, but was not alone**

Despite this similarity, I detect from Sir Derek's letter an important difference between the views of the two companies.

Shaye believes in fair and free competition between the many manufacturers of CT2 telephones and operators of networks that will undoubtedly be attracted to what is, potentially, a very large market opportunity.

No company should be given an early licence to operate a service simply because it moved earlier into the CT2 development phase. Shaye has concentrated on developing the best telephone and station available to date. In addition to spending three years developing the CT2 specification with

our colleagues in UK industry, we have also spent the last six months leading the development of the new common air interface standard.

I wholly disagree with his assertion that Ferranti should be allowed to do this alone.

Shaye Communications, in partnership with its prospective operators, is in a position to launch products and service at the same time as Ferranti. The consumer alone should decide which product and service he or she would prefer to use.

Hill Jeffrey, Shaye Communications, Capital House, 48-52 Andover Road, Winchester, Hampshire

**Pity to make a pig's ear out of a silk purse**

professors, politicians and the like who haven't the slightest working knowledge of integrated power systems, and they want to know how our famous "power pools" work. They return even more confused than when they came, because they have to be told that we regularly send deputations to the UK to study the times electricity supply system in the world.

What guides the thought of association with the grid system from the power stations which feed it? They are designed to work as an integrated whole, not as one isolated bureaucracy tacked on top of another. I learn, too, that the transmission system is not to be owned by the people who understand it and who will have to run it, but by a mixed bag of some 12 new competing "distribution

boards which have never operated at voltages higher than 132kv.

Their involvement with the ownership of the grid system could and should be eliminated by a stroke of the pen. They will have enough to do in arranging to import their quota of nuclear units whilst keeping their selling prices no higher than is stipulated by an omnibus regulator.

They can, of course, buy cheap power where it is available, and even generate their own. They are also free to develop combined heat and power schemes. In addition to these forays, Mr Max Wilkinson, your energy correspondent, has already indicated (August 30) what additional chance awaits the unwary purveyor.

Andrew R. Cooper, 48 Howe Park Road, Howe, East Sussex

Their views can be encapsulated in a single phrase: "You must be mad".

The chief of one of the biggest US electric utilities said to me: "I can't understand what it is you are trying to do unless it is to make electricity dearer.

We receive from your country regular deputations of economists, civil servants, university

ministers responsible for energy, consulting engineers who build power stations and lines and then walk away from the problems of operating them. (Some of the operators were allowed to speak, but it seems that no-one took any notice of what they had to say.)

There was a time when I thought that Mrs Thatcher might go down in history as the finest Prime Minister we ever had. With the break up of a magnificently electricity supply system, and the incomprehensible problems which have been left for the engineers to solve, she is more likely to be remembered for making a pig's ear out of a silk purse.

Andrew R. Cooper,

Howe, East Sussex

## THE FINANCIAL TIMES PROUDLY PRESENTS... THE CALENDAR OF THE YEAR

Since our first diary was launched in 1973, the FT has acquired an enviable reputation within the international business community for designing high quality products which enhance efficiency, whilst at the same time, reflecting discernment and good taste.

Now, for the first time, we have applied this same philosophy to the creation of a wall calendar, designed to take its place proudly in any executive office.

### A NEW CONCEPT IN WALL CALENDARS

As you would expect, the FT calendar is much more than an ordinary calendar. Conceived specifically with the international businessman in mind, it is a superbly designed facts and figures pack containing essential information on thirteen of the world's major financial centres – an absolute must for the business traveller.

As a calendar alone it would more than justify its price. With three months to view on every page, clearly displayed in easy-to-read type, you'll find the FT Calendar a delight to use. What's more, the 1989 FT Calendar starts in December 1988 – providing continuity over the difficult New Year period and has a unique thirteen months.

### THE CONTENT THAT MAKES IT MORE THAN A CALENDAR

Every month of the calendar is devoted to a different financial centre – Stockholm, London, Zurich, Tokyo, Frankfurt, New York, Milan, Hong Kong, Paris, Amsterdam, Chicago, Madrid and Sydney. Information provided on each city includes:

#### Places of Interest

(Only sights that even a busy executive should visit)

#### Culture and Entertainment

Museums and venues for open, theatre and art and where to buy tickets.

#### Recommended Hotels and Restaurants

A shortlist of establishments that the first-time visitor can rely on.

#### Useful Addresses

The British Embassy, Chamber of Commerce and

Industry in each city together with addresses and telephone numbers.

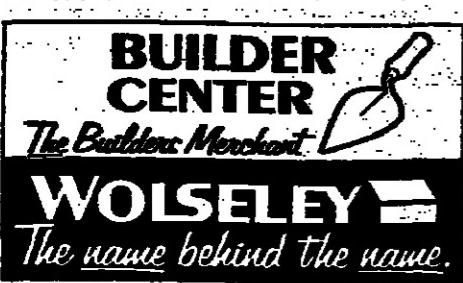
#### National Holidays and Events

When the shops shut and the city has fairs.

#### Quarterly Bulletin of International Events

Interscenes four times a month is a quarterly





# FINANCIAL TIMES COMPANIES & MARKETS

Monday September 12 1988

Fletcher King

SURVEYORS, VALUERS,  
COMMERCIAL PROPERTY  
CONSULTANTSStratton House, Stratton Street,  
London W1X 5FE 01-493 8400

## INSIDE

## Cash mountain at the swap shop



Huge amounts of cheap money have become increasingly accessible through the use of Eurobond interest rate swaps since the collapse of world stock markets. Last week the benefits to borrowers were brought home by the \$400m two-part offering for French mortgage finance agency Credit Foncier. Page 22

## No easy walk to freedom

Computer makers Sun and Compaq have left billion-dollar businesses by abandoning the concept of a proprietary standard - which had long been regarded as the key to sustained profitability in the industry. Their extraordinary success has provoked speculation that an era of open standards could now be at hand. But it may not be so easy to escape the logic of conventional wisdom, argues Peter Martin in the Business Column. Page 26

## Charles Barker and the marriage that wasn't



A six-week courtship of Charles Barker, the troubled British public relations and advertising agency, by the much bigger advertising group WPP, has ended without a marriage. The reasons for the separation are a matter of some uncertainty, but there are many who believe that Barker, which was only floated on the stock market two years ago, is now likely to attract fresh suitors. Page 26

## Zurich Holdings makes its debut

This week Zurich Holdings, a property development group, will become one of the largest companies on Britain's Unlisted Securities Market. It has gained the quotation through the acquisition of Ecobric Holdings, which specialises in demolition work. Page 27

## Market Statistics

Base lending rates	36 Money markets	38
European turnover	22 UK film box office	22
FT/ABCD turnover inc.	28 US film box office	28
Foreign exchanges	34 Pricewaterhouse Coopers	25
London stock issues	34 US money market rates	25
London share market	34 US bond rates/yields	25
London stock options	35 UK interest rates	24-25
London stock market	36 World stock market indices	25

## Principal Companies Covered

Banque Stern	25 More O'Farrell	25
Clygrovre	27 Oceanus	25
Coast-United	28 Panifico	25
Commerzbank	25 Rivaud	25
Daniels (S)	25 Second Alliance	25
Davidoff	25 Security Shops	25
Eastern Air	25 Sun Life	25
Kurman & Baetke	25 Tripple Trust	25
Macmillan	25 Union des Paris	25
Maxwell	26 Walker (Thomas)	25
	"Invis Success"	25

## Economics Notebook

## A ceasefire in Berlin

FINANCIAL markets, complete the package - except for the obligatory paragraph on exchange rates.

This is where it may get tricky.

A softer dollar in recent weeks and a detailed US explanation of its policy stance has taken the edge of the friction which threatened an open split among the Seven during the summer.

Washington has explained privately that it is not seeking a high or rising dollar. Its concern is to preserve calm in the markets rather than to maintain a particular level for its currency. The overriding fear is that a sudden dollar fall - and that is still seen as a significant threat - might trigger a slide in the bond and equity markets before the election.

The official guidance already filtering out is that we should expect a decidedly low-key affair. No-one wants any upsets before November's US presidential election.

So the message of the communiqué is clear: the policy co-ordination process is working.

The Seven will pat themselves on the back over the resilience of their economies in the aftermath of the stock market crash.

Assuming July's US trade figures contain no nasty surprises, they will argue that the longstanding improvement in underlying trade flows is being translated into marked narrowing in nominal imbalances. This assessment that the US still faces a \$15bn current account deficit in 1989 will be quickly brushed aside.

Some Governments, and it not hard to guess which, will also want a self-congratulatory reference to their timely action in heading off inflationary pressures with a measured tightening of monetary policy during the summer.

A signal that whoever wins the US election will be expected to underpin market confidence by pledging deep cuts in the US Budget deficit should

not risk giving the opposite signal - any official attempt toudge down the US currency

## Looking for clues

The major preoccupation of Mr Nigel Lawson, the UK Chancellor, during his Berlin visit may well be on developments much closer to home.

The trade figures for August will be published on September 27 and he should have them in his pocket when he flies out to the IMF meeting four days earlier.

In the meantime the message being shouted from the rooftops of Downing Street is that the Government will have no hesitation in dipping into its \$50bn of reserves to forestall a fall in the value of the pound.

The Treasury's hope is that the threat will be enough to see off the speculators, but it also sees intervention as a way of "buying time". The official doctrine is that intervention can be most effective in two sets of circumstances - while governments are making up their minds what to do and while they are waiting to gauge the effect of actions already taken.

What Mr Lawson, like everyone else, is looking for is some sign that the ratcheting up of base rates from 7% to 12 per cent has slowed the pace of buying and spending.

Today's retail sales figures and next week's money supply data will provide some clues. But the Treasury may well like to wait at least for the trade figures before making a judgement on whether interest rates need to go still higher to dull Britain's appetite for imported cars and videos.

The first clue may come from whether Mr Lawson is smiling or frowning in Berlin.

Philip Stephens



Mr Michael Green believes Technicolor gives Carlton the best of both worlds in video recording

## World status for the video slave master

MR MICHAEL Green, chairman of Carlton Communications, now owns 22,000 slaves. They came at the weekend as a central part of his \$780m acquisition of Technicolor, the US video duplication and film processing business - a move which launched the UK television services company onto the world stage.

"We walked out a few times but never for more than three minutes. He had to be a logical seller and we had to be the obvious buyer," said Mr Green yesterday, after a weekend spent catching up on hours of tough negotiations.

It is, the Carlton chairman concedes, a very large deal, but one, he argues, where the risks are known because most of the Technicolor business is in the form of three to five-year contracts with major Hollywood studios such as Warner Bros.

Raymond Snoddy examines the expansion strategy of Carlton Communications following its \$780m acquisition of Technicolor

A 2300m rights issue is already underwritten with Barclays Bank to lead underwriter and the acquisition should take Carlton's profits into a higher division.

Analysts are forecasting profits of around \$110m for the enlarged group in 1989/90, compared with £100m pre-tax forecast of 1988/89.

Carlton's chairman made \$331m for the year to September. Last year the company made \$331m.

"There is no question that the business he has bought is sound but he has paid over top dollar for it," says Mr Gifford of Rank.

He believes the video market will double over the next four years with sales of 10m-11m copies being predicted for the Christmas launch of the Spielberg film E.T.

"I think he (Green) has more capacity to lose market share than gain it. We will be working to help him do that over the next few years," adds Mr Gifford with heavy irony.

The daring Carlton acquisition, giving the UK's dominant hold on the world video duplication market, invites comparisons with Saatchi & Saatchi, the advertising

and management services company.

Both companies have grown through rapid and sometimes outrageous acquisitions, both recognising the importance of the globalisation of their respective markets and have carried out successful raids on the US.

Mr Green is, however, keen to emphasise the great differences between the two companies, even though until recently he and Charles Saatchi used to meet for regular poker sessions. As the size of their real-life gambles has increased both seem to have outgrown their card game.

Mr Green says he believes in hard assets which cannot walk out through the door in the way an important advertising account can follow a defecting advertising man. He sees Carlton as being a technology driven company.

"I thought of us as a manufacturing company even before Technicolor," says Mr Green who emphasises there will be no dramatic pieces of lateral thinking such as the unsuccessful attempt by Saatchi & Saatchi to take over Britain's Midland Bank.

For all its size the takeover of Technicolor is almost certainly a staging post on the way to the big prize - the de-regulation of the British commercial television industry over the next few years.

Mr Green has talked and planned for years about the potential of satellite television but faced with the consequences of several years of negative cash flow has reluctantly refused to sink money into it. His competitors have even made money from satellite television by supplying services to loss-making ventures such as Mr Rupert Murdoch's Sky Channel.

For Carlton and Green the target is old-fashioned land-based television when the current ITV franchises are put out to competitive tender and a planned fifth channel is launched.

If the fifth channel can be operated by one company Mr Green will go for it. If as seems likely the Government will insist on a broadly-based consortium then the target will change to the Midlands commercial television franchise at present held by Central - a company ironically in which Carlton has a 20 per cent stake.

It is not so easy to see a happy ending to the other credit scandal now preoccupying Congress - the savings and loan crisis. The outlines must be familiar. The S & Ls are in trouble everywhere because they lent long at historically cheap interest rates and had to borrow short at higher rates.

They are largely bankrupt in the energy-producing states, where real-estate values have col-

## Moral hazards for the US budget

Anthony Harris  
in Washington

THE Drexel Burnham affair is attracting a lot of coverage in the US but, as with the Boesky affair before, this is motivated by an almost prurient envy rather than by concern about the financial system. Lives of the rich and unscrupulous, as it were.

This is a perfectly natural attitude: ordinary people were hardly involved, unless they were lucky enough to own shares in one of the companies put in play. The less greedy these shareholders were, the richer they were liable to get those who sold early on an unexplained price rise missed half the fun and half the profit, put the sleepy ones

lapsed, and left the loans largely unsecured. Much the same has happened to the farm credit system - another scandal waiting to erupt.

Congressmen never complained about rash lending to their constituents. Indeed, they helped the President to make matters worse, by deregulating the S & Ls in the middle of the crisis.

The hope was that these institutions would make profits in new, unfamiliar fields to offset the losses they had made in the business they were supposed to understand. What they actually did, predictably enough, was generally foolish, and occasionally criminal.

Congress remained complacent, and sometimes worse. Speaker Jim Wright, among others, is accused of aiding and abetting these disastrous schemes.

What has finally engaged its attention, however, is the rescue operation being mounted by the Federal Home Loan Bank and the Federal Savings and Loan Insurance Corporation. This two-headed monster, generally known as Fisic, is gathering the S & Ls into bundles, which it sells to new investors, after making expensive provisions against the losses of the whole.

The management of companies caught in the machinery could put them right, for it was not just the incompetent who found their assets stripped to pay off junk bonds, their long-term plans frozen in the name of cash flow, and their jobs in jeopardy. They cannot be blamed for protecting themselves with generous severance clauses, or for mounting pre-emptive management buy-outs, but managers preoccupied with self-defence have had little time or money for growth or invention.

The effects have spread through the whole economy. The deluge of borrowed money released in this battle - some \$350bn from first to last - has helped to finance consumer overspending, and thus produce the trade deficit. Corporate and consumer borrowing combined have pushed real interest rates up.

This can be said in the past tense (a little tentatively) because the financers have now been put under some restraint. Consumer demand has subsequently fallen below the growth of output, and corporate investment spending is growing more than four times as fast as it was last year.

It is not so easy to see a happy ending to the other credit scandal now preoccupying Congress - the savings and loan crisis. The outlines must be familiar. The S & Ls are in trouble everywhere because they lent long at historically cheap interest rates and had to borrow short at higher rates.

They are largely bankrupt in the energy-producing states, where real-estate values have col-



not got, Fisic has issued some \$16bn of promissory notes. US Treasury officials testified that they regard these notes as obligations of the US Government. But Congress refuses to endorse this view, and the Treasury can borrow only with Congressional authority.

As a result, Fisic's notes can only be sold in the markets at an insuring high yield - the nearest thing you could find to a Federal junk bond. Fisic is prey to the same doubts which hamper the S & Ls, which have to pay over the odds to attract federally insured deposits.

You could hardly hope for a clearer illustration of the moral hazard which is involved in any kind of deposit insurance, as bankers constantly remind us. When the government's own agent gets involved in this kind of mess, it is hardly surprising that the US economy is encumbered with high real interest rates - not that foreign investors, who see the rates more clearly than they see the mess, tend to overvalue the dollar. All this is well understood on Capitol Hill, but Congress has its own troubles.

The central problem is simply this: any capital which it might vote to make an honest agency of Fisic would be charged against the Federal budget and, under the Gramm-Rudman law, this spending would trigger automatic spending programmes.

This may make accounting sense, but it is economic nonsense. Any inflationary effect was achieved in the distant past, by guaranteeing the S & L deposits in the first place. Voting the money to honour the guarantees would simply ward off the slump which would result from a true S & L failure - a drastic solution which nobody recommends.

Such a vote might also remind Congress what is really involved in Federal guarantees: the duty of close supervision. This has never been forgotten by Mr Wall's counterpart of the banking side, Mr Bill Seidman of the Federal Deposit Insurance Corporation.

Seidman is one of those salty veterans who restore one's faith in the American system, and a notable wit too. He has fought the White House to establish the rule that deregulation should mean more supervision, not less, and has imposed the tightest rules on those who take the flattest, wholesale deposits.

He is to retire in a few months - perhaps the saddest fact is this sad story.

## GE CAPITAL CORPORATE FINANCE GROUP

## OUR LONDON TEAM

Today GE Capital's Corporate Finance Group opens its London office with a management team of seasoned executives in acquisition and management buyouts.

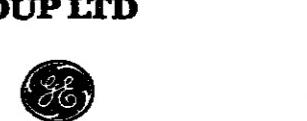
They'll be spearheading the acquisition finance activities in the UK and Europe for GE Capital, the financial services arm of General Electric of U.S.A. where they are a market leader.

GE (U.S.A.) has brought together a team with the experience that counts - experience not only in the UK, but in Europe and in the U.S. as well.

Rodney Hall (Managing Director), Andrew Beaton, Anne Edgley, Arthur Fatum, Richard Luck, Nicolas Thurn.

To get some idea of the financial strength behind this team and how they can help you, turn to p.3 of this issue. Alternatively, contact any one of the above at:

GE CAPITAL  
CORPORATE FINANCE GROUP LTD  
20 St James's Street  
London SW1A 1ES  
Tel: 01-321 0177  
Member of The Securities Association



\*Not affiliated with the English company of a similar name.



This announcement appears as a matter of record only. The Securities referred to below have not, as part of the distribution, been registered under the United States Securities Act of 1933 and may not be offered, sold or delivered directly or indirectly in the United States or of America, its territories or its possessions or to United States persons.

New Issue

18th May, 1988

**U.S. \$100,000,000****RJR Nabisco, Inc.****8½ per cent. Notes due 1990**

Issue Price 101 per cent.

Union Bank of Switzerland (Securities) Limited

Shearson Lehman Hutton International

Credit Suisse First Boston Limited

Merrill Lynch International &amp; Co.

J.P. Morgan Securities Ltd.

Julius Baer International Limited

Bank of America International Limited

Banque Bruxelles Lambert S.A.

Banque Paribas Capital Markets Limited

Barclays de Zoete Wedd Limited

Crédit Commercial de France

Crédit Lyonnais

Goldman Sachs International Corp.

Kidder Peabody International Limited

The Nikko Securities Co., (Europe) Ltd.

Prudential-Bache Capital Funding

Westdeutsche Landesbank Girozentrale

Banca del Gottardo

BSI - Banca della Svizzera Italiana

Banque Internationale à Luxembourg S.A.

Compagnie de Banque et d'Investissements, CBI

Leu Securities Limited

Swiss Volksbank

Unigestion S.A.

This announcement appears as a matter of record only.

New Issue

4th August, 1988

**U.S. \$100,000,000****Espirito Santo Financial Holding S.A.****6 per cent. Convertible Bonds due 2003**

Issue Price 100 per cent.

Union Bank of Switzerland (Securities) Limited

Kredietbank International Group

Morgan Grenfell Securities Limited

Salomon Brothers International Limited

Bank Espírito Santo International Limited

RBC Dominion Securities Inc.

Crédit Lyonnais

Credit Suisse First Boston Limited

Dresdner Bank Aktiengesellschaft

Euromobiliare S.p.A.

Goldman Sachs International Corp.

Merrill Lynch International &amp; Co.

Morgan Stanley International

Nomura International Limited

SBCI Swiss Bank Corporation Investment banking

Shearson Lehman Hutton International

This announcement appears as a matter of record only.

New Issue

7th July, 1988

**Can. \$100,000,000****La Caisse centrale  
Desjardins du Québec**

(Incorporated under the laws of the Province of Québec, Canada)

**10½ per cent. Deposit Notes due 1993**

Issue Price 101% per cent.

Union Bank of Switzerland (Securities) Limited

Wood Gundy Inc.

Banque Bruxelles Lambert S.A.

Société Générale

Westdeutsche Landesbank Girozentrale

BNP Capital Markets Limited

Bankers Trust International Limited

Banque Générale du Luxembourg S.A.

Caisse Centrale des Banques Populaires

Crédit Lyonnais

DG BANK Deutsche Genossenschaftsbank

Dresdner Bank Aktiengesellschaft

Generale Bank

Genossenschaftliche Zentralbank AG

HandelsBank NatWest (Overseas) Limited

Kredietbank International Group

Landesbank Rheinland-Pfalz - Girozentrale -

Rabobank Nederland

RBC Dominion Securities Inc.

SBCI Swiss Bank Corporation Investment banking

ScotiaMcLeod Inc.

Swiss Volksbank

Yamaichi International (Europe) Limited

This announcement appears as a matter of record only.

New Issue

15th July, 1988

**Can. \$150,000,000****Bell Canada****10% per cent. Debentures, Series DY, due 1999**

Issue Price 101% per cent.

Union Bank of Switzerland (Securities) Limited

Crédit Lyonnais

Dresdner Bank Aktiengesellschaft

Generale Bank

Hambros Bank Limited

Nomura International Limited

RBC Dominion Securities Inc.

Salomon Brothers International Limited

ScotiaMcLeod Inc.

Wood Gundy Inc.

## UK GILTS

## A period to keep one's head down

THE COMING weeks are not for faint hearts in the gilt-edged market. It is a three-week period to keep one's head low.

There is a general belief in the market that the authorities will want to wait and see if the economy has turned before they do anything, but it would be foolish to rule out a pre-emptive rise in base rates.

The authorities have shown their willingness to act ahead of expectations, and this and next week's data may just provide them another opportunity.

At the time of the last base rate rise the official line was that 12 per cent rates were around the level necessary to arrest the growth in consumption. It should be remembered that that was the same ratio used with the unexpected move from 10 per cent to 11 per cent.

The reason for the move to 12 per cent was partly to do with shoring up the pound and partly to do with the fact that the authorities' were once again taken by surprise by the strength of consumption. Both are linked and it is unlikely that anything has changed materially.

The conventional wisdom is that we need to see a couple of months' economic releases before the effects of the recent interest rate rises on consumption can be evaluated. But this may not have the force it once had if there are signs of an acceleration in activity, pick up in the core rate of inflation, or another awful set of trade figures.

Part of the previous rationale of the authorities was that they had to look at other indicators of sentiment before a hard judgment could be made.

There have been some straws in the wind in that the housing market is cooling, but equally some of these straws which suggest the target is just about lost all its force.

It was always the case that the market could not advance on technical factors alone; if the economic background was not propitious then the best stock shortage argument could do well prevent selling.

That is not the case now. Institutions have been sellers and there is no good reason to buy until one can be reasonably certain that the market has turned.

Simon Holberton

## US MONEY AND CREDITS

## Trade figures could dampen market's optimism

BOND DEALERS report that thousands of retail and institutional investors are readying themselves to jump into the market from the sidelines as soon as the yield on the Treasury's long bond declines convincingly below 9 per cent.

Thus Friday's market action, which sent Treasury prices half a point upwards and reduced the long bond's yield to 9.8 per cent, could turn out to be a significantly bullish development. Whether it does or not will depend on the short run on Wednesday's US trade figures.

On anything longer than a speculator's time scale, however, the prospects of the current rally developing into a fully fledged bull market do not seem promising, regardless of what the trade figures have in store.

The main problem technically is that the market's psychology has moved so quickly towards over-optimism from the extreme pessimism which prevailed in July.

To make matters worse, the sea-change in attitudes has been motivated essentially by only one event — the publication of much weaker than expected August employment figures the Friday before last.

Another worrying sign, according to Mr Hannah, is the consistent monthly rises in the "core" rate of retail prices inflations.

Stripping out the effects of mortgages, public authority prices, petrol and seasonal food prices, he estimates that the core rate has risen from 4.4 per cent in April to 4.8 per cent in July and could well rise to around 5.2 per cent by the end of the year until it begins to fall gradually.

This may be one of the reasons why the stock shortage argument for the market (buy now before it is too late) has just about lost all its force.

It was always the case that the market could not advance on technical factors alone; if the economic background was not propitious then the best stock shortage argument could do well prevent selling.

That is not the case now. Institutions have been sellers and there is no good reason to buy until one can be reasonably certain that the market has turned.

The weekly banking return is also leading some to conclude that there has been an

This technical problem is significant because it reflects a much more fundamental economic obstacle to a sustained advance in bond prices.

The economic picture presented by the August employment numbers was one of stability and moderate growth. But, given the amount of inflation already present in the US system, it could take something more drastic than a mere moderation of economic growth and stabilisation of unemployment, to justify long bond yields much below the current trading range of 8% to 9% per cent.

The recent broad-based indicators of inflation have after all been running at annual rates of 5% to 6 per cent. This means that current bond yields of 9 per cent translate into real interest rates of only 3 or 3% per cent.

For taxpaying US investors, the situation is a good deal worse: real yields on Treasury bonds at present rates of inflation are probably less than zero.

Admittedly, some analysts argued on Friday that behind the 0.8 per cent rise in the producer price index for August, there was actually some better than expected news about inflation.

With real yields in the 3 to 3.5 per cent range, bond prices are hardly in the bargain basement by historic standards. And US yields look even less compelling when compared with the 4, 5 or even 6 per cent real rates available in Germany, Japan, France and Britain.

The August PPI looked ominous, when set against the 0.5 per cent reported for July and June's 0.4 per cent. But, while August's figure translated into an annualised wholesale inflation rate of around 7 per cent, nobody was jumping to such alarming conclusions.

Including a freakish, and almost certainly reversible, 2.2 per cent jump in energy prices and an 0.4 per cent advance in foods, producer prices increased by only 0.8 per cent.

Putting the trends for the past several months together, most economists appeared to believe that the PPI numbers reflected the consensus expectation of an underlying wholesale inflation rate of 5 to 6 per cent.

Still, as Griggs & Santow, the Wall Street Fed watchers pointed out, it was hard to imagine the Federal Open Market Committee sitting around and cheering the good news that producer prices are growing at only a 5 per cent pace.

Even if the Fed were satisfied with a 5 to 6 per cent rate of underlying inflation, the question is whether bond investors would be equally reassured.

With real yields in the 3 to 3.5 per cent range, bond prices are hardly in the bargain basement by historic standards. And US yields look even less compelling when compared with the 4, 5 or even 6 per cent real rates available in Germany, Japan, France and Britain.

Technically, it would probably have to manipulate a temporary inversion of the yield curve, with short-term interest rates rising above the yields on long-term bonds.

In terms of practical politics, the Fed would have to risk rising unemployment and even negative economic growth — in order to fight an inflation rate which seems to be causing no great discomfort to anyone outside the bond market.

Would the Fed lead the economy into such an unpopular battle?

The prudent course is to remain sanguine, like the latest issue of the Bank Credit Analyst.

The Fed appears prepared to contain the rise in inflation, but it is not clear whether it is willing to bring inflation back down. By allowing inflation to rise, the Fed has put itself in a position where it must risk an economic slowdown. There is a danger that even if the economy slows to 2 per cent, inflation may not stop rising for months.

In the 1960s and 1970s, the Fed's consistent practice was to "back off" as soon as tighter policies threatened recession, the Bank Credit Analyst reminds us.

And it was this willingness to grow at the expense of inflation which allowed the price spiral to continue and eventually brought the golden age of the 1960s crashing down in ruins.

Of course, everybody today is aware of this sad history.

But does this mean that history will not be repeated?

With a more decisive anti-inflationary policy, the nine-year economic expansion during the golden age of the 1960s would have aborted much sooner. Yet it is precisely a repetition of the record-breaking growth of the 1960s that the US electorate and a large part of its financial markets now appear to expect.

Until the November election is over, the Fed is bound to humour the politicians, particularly in the Republican party, who seem to believe that Reaganomics has miraculously transformed recessions into a barbarous relic of the past.

But what happens after November, when the central bank has to underwrite President Bush's fiscal plans, based on the promise of never-ending growth? And how will the Fed cope with the stockmarket's expectations of continuously raising corporate profits?

For the Fed, maintaining a monetary policy that was tight enough to strangle inflation would involve not only political apportionment, but also huge financial risks — perhaps another stock market crash, possible bankruptcies on leveraged buyouts and further collapses in the housing market and the mortgage banking industry.

Nobody could blame the Fed if it decided that 6 per cent inflation was not, after all, so very bad.

Anatole Kaletsky

## US MONEY MARKET RATES (%)

	Last Friday	1 week ago	4 wks ago	12-month High	12-month Low
Fed Funds liquidity swapped	7.99	8.15	7.95	8.10	8.27
Three-month Treasury bills	7.29	7.62	7.22	7.25	7.34
6-month Treasury bills	7.42	7.64	7.52	8.04	7.34
9-month Treasury bills	7.42	7.64	7.52	8.04	7.34
30-day Commercial Paper	8.08	8.14	8.20	8.20	8.57
90-day Commercial Paper	8.13	8.36	8.35	8.40	8.45

## US BOND PRICES AND YIELDS (%)

	Last Fri.	Change per cent	Yield per cent	1 week ago	12 months ago
One-year Treasury	100.5	+1.5	8.75	8.57	8.22
Two-year Treasury	100.5	+1.5	8.67	8.62	8.45
Three-year Treasury	100.2	+1.5	8.54	8.50	8.35
Five-year Treasury	100.2	+1.5	8.25	8.20	8.18
10-year Treasury	100.0	+1.5	8.05	8.00	8.00
30-year Treasury	99.8	+1.5	7.85	7.80	7.80
AAA Corporate Bond	100.0	+1.5	7.80	7.75	7.75
AA Corporate Bond	99.8	+1.5	7.65	7.60	7.60
AA+ Corporate Bond	99.6	+1.5	7.55	7.50	7.50
AA Corporate Bond	99.4	+1.5	7.45	7.40	7.40
AA Corporate Bond	99.2	+1.5	7.35	7.30	7.30
AA Corporate Bond	99.0	+1.5	7.25	7.20	7.20
AA Corporate Bond	98.8	+1.5	7.15	7.10	7.10
AA Corporate Bond	98.6	+1.5	7.05	7.00	7.00
AA Corporate Bond	98.4	+1.5	6.95	6.90	6.90
AA Corporate Bond	98.2	+1.5	6.85	6.80	6.80
AA Corporate Bond	98.0	+1.5	6.75	6.70	6.70
AA Corporate Bond	97.8	+1.5	6.65	6.60	6.60
AA Corporate Bond	97.6	+1.5	6.55	6.50	6.50
AA Corporate Bond	97.4	+1.5	6.45	6.40	6.40
AA Corporate Bond	97.2	+1.5	6.35	6.30	6.30
AA Corporate Bond	97.0	+1.5	6.25	6.20	6.20
AA Corporate Bond	96.8	+1.5	6.15	6.10	6.10
AA Corporate Bond	96.6	+1.5	6.05	6.00	6.00
AA Corporate Bond	96.4	+1.5	5.95	5.90	5.90
AA Corporate Bond	96.2	+1.5	5.85	5.80	5.80
AA Corporate Bond	96.0	+1.5	5.75	5.70	5.70
AA Corporate Bond	95.8	+1.5	5.65	5.60	5.60
AA Corporate Bond	95.6	+1.5	5.55	5.50	5.50
AA Corporate Bond	95.4	+1.5	5.45	5.40	5.40
AA Corporate Bond	95.2	+1.5	5.35	5.30	5.30
AA Corporate Bond	95.0	+1.5	5.25	5.20	5.20
AA Corporate Bond	94.8	+1.5	5.15	5.10	5.10
AA Corporate Bond	94.6	+1.5	5.05	5.00	5.00
AA Corporate Bond	94.4	+1.5	4.95	4.90	4.90
AA Corporate Bond	94.2	+1.5	4.85	4.80	4.80
AA Corporate Bond	94.0	+1.5	4.75	4.70	4.70
AA Corporate Bond	93.8	+1.5	4.65	4.60	4.60
AA Corporate Bond	93.6	+1.5	4.55	4.50	4.50
AA Corporate Bond	93.4	+1.5	4.45	4.40	4.40
AA Corporate Bond	93.2	+1.5	4.35	4.30	4.30
AA Corporate Bond	93.0	+1.5	4.25	4.20	4.20
AA Corporate Bond	92.8	+1.5	4.15	4.10	4.10
AA Corporate Bond	92.6	+1.5	4.05	4.00	4.00
AA Corporate Bond	92.4	+1.5	3.95	3.90	3.90
AA Corporate Bond	92.2	+1.5	3.85	3.80	3.80
AA Corporate Bond	92.0	+1.5	3.75	3.70	3.70
AA Corporate Bond	91.8	+1.5	3.65	3.60	3.60
AA Corporate Bond	91.6	+1.5	3.55	3.50	3.50
AA Corporate Bond	91.4	+1.5	3.45	3.40	3.40
AA Corporate Bond	91.2	+1.5	3.35	3.30	3.30
AA Corporate Bond	91.0	+1.5	3.25	3.20	3.20
AA Corporate Bond	90.8	+1.5			

## INTERNATIONAL CAPITAL MARKETS AND COMPANIES

## Dumenil Leble about to sell Rivaud share stake

By George Graham in Paris

FOR THE second time this year, one of the financial holdings of Mr Carlo De Benedetti is about to declare peace and disengage itself from a many-tentacled holding company after failing to gain outright control.

Dumenil Leble, the French investment bank in which Mr De Benedetti is the principal shareholder with 25 per cent, is on the point of selling the 40 per cent stake it had built up in conjunction with Banque Stern in the Rivaud group, a labyrinth of companies born in the French colonies of Indo-China and West Africa.

Where Sofitel Géraldine de Belgique, the conglomerate over which Mr De Benedetti struggled unsuccessfully with France's Snesef group, involved the pillars of the Belgian business establishment, Rivaud is controlled by a more inbred crew.

Count Jean Bonnici de Bonnici de Besmont, the 84-year-old honorary president of Rivaud, is the son-in-law of the group's founder. Count

Edouard de Rives, his 65-year-old son-in-law, succeeded him as president. Photographs of the two men generally show them in tweed plus fours with a dead duck in one hand and a twelve bore shotgun in the other.

They appear to have seen off the assault from Dumenil and Stern, which sought to unravel the web of cross holdings linking the Rivaud empire, from Compagnie du Cambodge or Compagnie des Caoutchoucs de Padang, two rubber plantations companies, to Plantations des Terres Rouges, with its palm oil and almond plantations and Mines Kali Ste Ste.

The two raiders are in advanced talks on the sale of the 40 per cent stake they hold in Sofitel, viewed by observers of the Rivaud group as a key stone of its reconstruction to Sasea, Swiss holding company controlled by Italian interests, and they seem likely to emerge with a large capital gain.

## Eastern Air starts layoffs

EASTERN AIR LINES of the US has begun laying off thousands of workers despite a union-led legal challenge to its sweeping cost-cutting programme, Reuters reports from Miami.

The airline's previously announced plans call for elimination of 4,000 jobs, representing more than 10 per cent of its employees.

Some 2,500 employees will be laid off. The remainder of the jobs will be lost through attrition.

Eastern, a subsidiary of Texas Air, has said the cuts are crucial to the survival of the Miami-based airline, which has lost more than \$1bn over the past decade.

The airline said most of the affected workers would be laid off over the weekend, with the rest by September 19.

Traffic union leaders claim that Eastern Air is trying to dis-

mantle Eastern and transfer its assets to Continental Airlines, a non-union Texas Air subsidiary, in an effort to break Eastern's unions.

Eastern announced its plans in July to eliminate 4,000 jobs, cut 10 per cent of its daily flights and half service to 14 cities.

Court hearings on union challenges to the plans are scheduled to resume at the end of the month.

Next week's expected announcement follows almost a year of negotiations.

The deal will give Nissan a stronger foothold in the US minivan sector, one of the strongest growing segments of the US vehicle market.

In the first eight months of this year, the company has sold about 8,000 small vans in the US.

For Ford, the deal will mark its third significant alliance with a foreign automotive group. It is allied with West Germany's Volkswagen in South America, where the two companies have merged operations in addition to its various joint activities with Mazda.

Lord Geller would decide to merge with J. Walter Thompson, also owned by WPP. They said yesterday's announcement seemed to signal Lord Geller's intention to stay an independent agency.

At its peak, Lord Geller's annual billings had been about \$20m, with more than half of that total coming from the IBM account.

News of the job cuts came as a surprise to some industry analysts who had expected

## Ford and Nissan plan joint venture

FORD AND Nissan, the second largest US and Japanese automotive groups, are expected to announce next week a \$700m joint venture for the manufacture in the US of front-wheel-drive vehicles, AP-DJ reported.

The two companies are also to announce the building of an assembly plant at Avon Lake, near Cleveland, Ohio.

The transaction is expected to be similar to the current arrangement between Ford and Mazda of Japan for Mazda's car-assemble plant at Flat Rock, Michigan.

Mazda, 25 per cent owned by Ford, owns and operates the plant and makes its sporty MX-6 compact there. It also makes a compact car for Ford, the Probe coupe.

The new minivans, like the MX-6 and the Probe, are likely to have different exterior styling for the Ford and Nissan versions, but will be essentially the same.

Nissan already has one wholly-owned US plant in Tennessee, making compact cars and pickup trucks.

Analysts said the transaction would limit the risk for both companies, as individually they might have had trouble selling the entire production capacity of one minivan plant.

Ford already has a minivan - the Aerostar - but it is a rear-wheel-drive vehicle.

Ohio state is expected to provide a \$30m aid package, mostly for infrastructure improvements. The plant, which will open in 1991, could create about 1,300 jobs.

Next week's expected announcement follows almost a year of negotiations.

The deal will give Nissan a stronger foothold in the US minivan sector, one of the strongest growing segments of the US vehicle market.

In the first eight months of this year, the company has sold about 8,000 small vans in the US.

For Ford, the deal will mark its third significant alliance with a foreign automotive group. It is allied with West Germany's Volkswagen in South America, where the two companies have merged operations in addition to its various joint activities with Mazda.

## Seeking closer links in futures

Dominique Jackson reports on last week's options pilgrimage

TOP officials of the world's futures and options exchanges made their ninth annual pilgrimage to the spectacular resort of Bürgenstock above Lake Lucerne last week, at the invitation of the Swiss Commodity Futures Association.

The two companies are also to announce the building of an assembly plant at Avon Lake, near Cleveland, Ohio.

The transaction is expected to be similar to the current arrangement between Ford and

Mazda of Japan for Mazda's car-assemble plant at Flat Rock, Michigan.

Despite the bucolic charm and traditionally relaxed atmosphere of the meeting, it was accepted as beneficial in that the markets had provided a guarantee mechanism - or whether sophisticated operations by futures traders, mainly in the US, accelerated and exacerbated the speed of the crash.

The industry's image was further tarnished by uncertainty as to whether its role was accepted as beneficial in that the markets had provided a guarantee mechanism - or whether sophisticated operations by futures traders, mainly in the US, accelerated and exacerbated the speed of the crash.

The debacle of the Hong Kong Futures Exchange and stories of huge individual losses by private investors in the London-based options market were among the factors to reinforce the latter impression.

However, although lip service was paid to the ideal of closer co-operation, there was little consensus on how best to achieve it, while the battle lines between various markets, particularly the myriad, competing US exchanges, was still very much in evidence.

Technology has made the 24-hour market as much a reality for the futures and options industry as for the securities markets which underlie it. It has effectively dispensed with the need for particular contracts to be traded in the centres where trading in the underlying instrument originated.

Yet until now, most attempts to forge links between international exchanges dealing in the same or similar contracts have foundered miserably.

Mr Lou Gutman, newly-appointed chairman of the New York Mercantile Exchange, conceded that its link with the International Petroleum Exchange in London was not cost-effective, but added that Nyex would continue to explore the feasibility of other link-ups.

The persistent lack of success of such links is attributed to various factors. At the most fundamental level, they are hampered by the fact that the most obvious requisites, such as uniform trade-matching systems, are not yet in place and by the awesome initial expense of introducing the technology.

This is compounded by an almost wishful allegiance to the traditional open outcry of the futures trading pit. Clearing costs and duplicate transaction fees can also be a deterrent, although most delegates agreed that the most serious obstacle was meeting the regulatory requirements set by the exchanges in question.

Frustration at this inability to forge a successful exchange network has been compounded by recent news of a joint venture between financial information vendors, Reuters, and the Chicago Mercantile Exchange.

The project called Globex, due to be launched next summer, is a 24-hour electronic dealing system which will enable trade in CME currency and Eurodollar futures and options on futures after the CME's regular trading hours.

The scheme has been criticised for its exclusivity, although both parties reiterated that Globex would be opened for use by other industry players.

Several delegates opted to reserve judgment on Globex until the system was working, but the project has certainly ruffled several senior industry forces. It prompted one contributor to a Bürgenstock debate to speculate whether the distinguished panel 10 years hence would comprise solely of representatives from the information vendors.

Whether Globex will galvanise the exchanges into taking more concrete steps to retaining firm control of their industry is not yet apparent. In this respect, one other major factor must be taken into account - the spectre of increased international regulation of financial markets.

The futures and options industry has traditionally enjoyed healthy relations with the regulatory authorities. Indeed, one of the very first meetings of regulators from around the world was held at Bürgenstock some years ago and several representatives from international regulatory bodies were present this year.

However, the events of last October seem to have quashed hopes that the industry will succeed with its lobbying for self-regulation as the most efficient and least costly solution to the problems of imposing a set of rules for the many different exchanges, each with such peculiar characteristics.

## Commerzbank reveals index fund details

By Halg Simonian in Frankfurt

COMMERZBANK, the large West German bank, has released more details of the CB German Index Fund, the first index fund for German equities, which was foreshadowed earlier this month.

The Luxembourg-based fund is designed for international institutional investors which want to buy into the German equity market but are unwilling to select and track individual equities.

Index funds have become increasingly popular in recent years, and now account for

some 10 per cent of all institutional investments in equities in the US and about 2.5 per cent in the UK, according to Mr Dietrich-Kurt Frowein, a member of Commerzbank's managing board.

"My house is especially proud to be the first German bank to be able to offer such an investment instrument," he said.

However, these funds are forbidden in Germany, explaining why Commerzbank's open-ended fund is to be based in Luxembourg, where it will

invest a minimum DM1m (\$540,500) in the fund, which will represent some 85 per cent of the market capitalisation of the shares included in the existing Commerzbank index.

Dividend payments from the fund will be made twice a year.

The bank clearly sees Middle

and Far East investors as its prime targets, and preliminary soundings have revealed considerable interest so far.

However, Commerzbank also believes there may be interest from private clients, despite the high initial investment

## Lord Geller cuts jobs after IBM loss

LORD GELLER, Federico Einstein, a subsidiary of Britain's WPP Group advertising conglomerate, yesterday announced it had cut its 270-member staff by nearly 100 following last week's decision by International Business Machines to withdraw its \$120m account, writes our New York Staff.

The company suffered a hemorrhage of its best talent in



CORPORACION DE FOMENTO DE LA PRODUCCION

The Chilean state industrial development corporation, is offering to national and foreign investors the sale of 57,165,153 shares representing 32.7% of outstanding stock, plus the option to acquire an additional 11% of

**LanChile**  
and has appointed  
The Chase Manhattan Bank, N.A.  
as their financial advisor.

THIS ADVERTISEMENT IS ISSUED BY CORPORACION DE FOMENTO DE LA PRODUCCION IN CHILE  
AND HAS BEEN APPROVED BY THE CHASE MANHATTAN BANK, N.A.

Türkiye Cumhuriyet Merkez Bankası

(The Central Bank of the Republic of Turkey)

U.S. \$150,000,000

Revolving Underwriting Facility with  
Euro-commercial Paper Programme

Guarantee Bank

The Fuji Bank, Limited

Arranged by

Bankers Trust International Limited

Lead Manager

Bankers Trust Company

Co-Lead Managers

The Sumitomo Bank, Limited The First National Bank of Chicago The Fuji Bank, Limited  
Gulf International Bank B.S.C. Mitsui Finance International Limited

Mitsui Bank Capital Markets Group

Managers

The Bank of Kuwait and the Middle East KSC Banque Paribas Crédit Agricole

The Daiwa Bank, Limited National Bank of Pakistan The Saitama Bank, Ltd.

State Bank of India UBAF Arab American Bank

UBAF Arab American Bank

Co-Managers

Bank of Bahrain & Kuwait B.S.C. Nuovo Banco Ambrosiano S.p.A. Provinbanken A/S

Funds Provided by

The Sumitomo Bank, Limited The First National Bank of Chicago

The Mitsui Bank, Limited

Gulf International Bank B.S.C.

Crédit Agricole

The Bank of Kuwait and the Middle East KSC Banque Paribas The Saitama Bank, Ltd.

The Saitama Bank, Ltd.

State Bank of India National Bank of Pakistan ASLK-CGER Bank

Bank of Bahrain & Kuwait B.S.C.

NUOVO Banco Ambrosiano S.p.A. The Arab Investment Company S.A.A. The Rural & Industries Bank of Western Australia

ASLK-CGER Bank Skopbank

Australian European Finance Corporation NV Kredietbank S.A. Luxembourgoise Sparbanken SDS

Banque Louis-Dreyfus Placing Agents

Bankers Trust International Limited First Chicago Limited Fuji International Finance Limited

Placing Agents

First Chicago Limited Fuji International Finance Limited

Facility Agent and  
Issuing and Paying Agent

Bankers Trust Company

## UK COMPANY NEWS

## IISE group to take 53% stake in newsagents chain

By Nikki Tait

"INVESTING IN Success" Equities, the UK investment trust currently run by Sydney-based investment company Panfida, is to buy out almost half of News International's 33.3 per cent stake in the Martin chain of newsagents, which has around 360 outlets throughout the UK.

At the same time, IISE is planning to merge with Panfida via a share-swap offer and list on both the UK and Australian exchanges. Coupled with existing holdings, the purchase from News will give the enlarged IISE group a controlling 53 per cent interest in Martin.

News International, headed by Mr Rupert Murdoch, is selling its remaining 18.6 per cent of Martin to Ormsby Limited, a private company representing an individual shareholder.

Ormsby, which also already holds shares in Martin, will then own the remaining 47 per cent of the newsagents chain. Martin was put up for sale by Guinness last year, and finally acquired by an Australian consortium, led by Panfida, for \$30m in September 1987. News International was a member of that consortium.

To finance the acquisition, only £60m was raised in equity - the remainder in debt - so News International's involvement cost it £20m. It is selling the 14.6 per cent stake to IISE for £9.4m, and the interest to Ormsby on a pro rata basis.

The merger between ISE and Panfida is designed to create "a stronger and more appropriately structured company," according to the two boards. Panfida, which is itself listed in Australia, won a bid

for IISE in early 1987, retained a 29.1 per cent stake and took over management of the company. However, IISE is the larger vehicle with net assets of over £55m.

Under the merger terms, ISE will offer one new share for every five Panfida, and A\$0.12 in cash for each Panfida listed option. This values the Australian company at around £18m.

Assuming the deal goes through, ISE will abandon its investment trust status.

Meanwhile, in the eight months to end-April Panfida says that Martin made an operating profit before exceptional items, interest and tax of £10.2m. Sales were £198.4m. Yesterday, however, Mr Ken Vere Nicholl, a Panfida director, said that after the exceptional and finance charges, the company would show a loss.

A senior Sun Life director, who yesterday confirmed the imminence of an announcement about a link with a European insurance company, would not confirm that it involved UAP.

However, it is believed that the UAP talks are well ahead of those with other European firms. Mr Grant indicated earlier this year that he was also in discussion with Toro Asicurazioni, a Turin-based company controlled by the Agnelli family.

Sun Life's stated plan is to arrange minority cross-shareholdings with a number of other companies in Europe, the US (where it has talked to Equitable Life, the third-largest US life insurer) and the Far East.

The first part of this involves forming links with European insurance companies in the run up to the creation by 1992 of a single European financial services market.

A deal with UAP, France's largest insurance group, would also help Sun Life in its battle to fend off Mr Donald Gordon, whose South African company Liberty Life indirectly holds 26 per cent.

Provided it could win shareholder support, Sun Life would issue new shares to UAP, thus watering down the Liberty Life stake.

### Thos Walker higher

Continued expansion has seen pre-tax profit of Thomas Walker rise by 57 per cent in the year ended June 30 1988, from £329,000 to £516,000.

Turnover of the group, maker of metal smallwares for the clothing industry, rose 20 per cent to £3.49m (£2.91m).

Earnings per 5p share were up from 3.57p to 5.59p and the final dividend is 1.3p for a total of 1.475p (1.125p).

## UK COMPANY NEWS

## Retail park side boosts Citygrove

**R**EFLECTING continued substantial progress in the retail park division, property developer Citygrove lifted its turnover from £13.3m to £25.2m and pre-tax profit from £751,000 to £2.28m in the half year ended May 31 1988.

After tax and the initial dividend on preference shares placed in January, basic earnings were 14.69p (7.24p) and fully diluted 11.12p. The interim dividend is lifted by 1p to 2.05p.

Mr David Woolf, chairman, said the outlook for the core businesses operating in niche areas of property development - retail parks, leisure and roadside - continued to be promising and demand remained strong.

He was also expecting the new joint ventures in shopping schemes to be important contributions to the group's overall success.

In retail parks the group has started construction on 500,000 sq ft of new premises. In addition, pre-lettings were substantially in place and construction was programmed to commence on a further 20 sites totalling 2m sq ft over the 15 months to the end of November 1988.

The roadside division had secured or agreed terms on sites suitable for petrol stations or roadside restaurants in over 40 locations. The leisure side was programmed to start on the cityside in Watford before the end of the year, and had secured two more sites suitable for leisure development.

**Oceana doubled**  
Oceana Consolidated Company, investment company, reported pre-tax profits more than doubled from £230,000 from £479,000 in the year to the end of March 1988. Earnings per share were 5.25p (2.34p) and the single final dividend payment has been increased to 1.25p (1.1p).

## BOARD MEETINGS

The following companies have notified dates of board meetings to the Stock Exchange. Such meetings are usually held for the purpose of considering the financial results for the previous year. Details included in the notices are not available as to whether the dividends are interim or final and the dates shown are based mainly on last year's timetable.	
<b>TODAY</b>	
Interfax- ASB, Andrew Rossouw, British	Sept. 23
Wes-Cameras, David C. Clegg, H. H. Hines, Karry Group, G. Gaskell, M.V. Higgs, North Capital, M. J. S. & General, Right	Sept. 23
Finance, Willis, Fiduciary Help, Travis, G. Arnold, Willis, Gold Fields, Deloitte, Magnetic Minerals, Metalco, Pilkington	Sept. 23
<b>PAST DATES</b>	
Interlease- Asia Europe	Oct. 12

This advertisement is issued in compliance with the requirements of The Stock Exchange. It does not constitute an offer or an invitation to subscribe for or purchase any securities.

## ELECTRON HOUSE PLC

Incorporated in England under the Companies Act 1948 to 1961 No. 1723320

## INTRODUCTION TO THE OFFICIAL LIST

## SHARE CAPITAL

The present authorised and issued share capital of Electron House PLC ("Electron House") is as follows:

Authorised	Issued
Ordinary Shares of 10p each	£2,800,000 £1,710,494
Preference Shares of 51p each	£3,000,000 £2,635,710

Electron House is a franchised distributor of electronic components and computer products. Application has been made to the Council of The Stock Exchange for the admission to the Official List of 17,104,936 Ordinary Shares of 10p each and 3,635,710 Preference Shares of 51p each in Electron House. These shares have formerly been dealt in on the Unlisted Securities Market. Details relating to Electron House and the above shares are available in the statistical services of Exel Financial Limited. The sponsoring member firm is Casanove & Co.

Copies of the listing particulars may be obtained during usual business hours on any weekday (Saturdays and public holidays excepted) up to and including 26th September, 1988 from:

Electron House PLC  
3 The Western Centre  
Western Road  
Bracknell  
Berks RG12 1RW

and on 12th and 13th September, 1988 from the  
Companies Announcement Office  
The International Stock Exchange  
49-50 Finsbury Square  
London EC2A 1OD

12th September, 1988

## The Chase Manhattan Corporation

U.S. \$400,000,000

Floating Rate Subordinated Notes due 2009

For the three months 8th September, 1988 to 8th December, 1988 the Notes will carry an interest rate of 9.94% per annum with a coupon amount of U.S. \$216.44 per U.S. \$10,000 Note, payable on 8th December, 1988.

**Bankers Trust Company, London** **Agent Bank**

## Zurich ready to demolish the doubters

Philip Coggan previews the latest arrival to the unlisted securities market

**T**HE PROPERTY sector has as yet shown few signs of being affected either by last year's stock market crash or by the City's current pessimism over British economic prospects.

This week, the fast-growing

property

sector

of the

United

Securities

Market

will gain

another

recruit

when

dealings

start

in

the

shares

of

Zurich

Group

in

the

City

of

London

on

Wednesday

September

14th

1988

at

1pm

London

Stock

Exchange

at

1pm

London



# **UNIT TRUST INFORMATION SERVICE**

## **UNIT TRUST INFORMATION SERVICE**

# **FT UNIT TRUST INFORMATION SERVICE**

Symbol	Name	Type	Yield	Cap.								
Equity & Bond Instl Inv Co Ltd	Equity & Bond Instl Inv Co Ltd	Instl Inv Co	0.64	7,787.7	0.64	4,970.0	0.64	4,970.0	0.64	4,970.0	0.64	4,970.0
Western Pacific Inv Co Ltd	Western Pacific Inv Co Ltd	Instl Inv Co	0.67	5,212.7	0.67	4,491.0	0.67	4,491.0	0.67	4,491.0	0.67	4,491.0
Eastern Equity Fund	Eastern Equity Fund	Instl Inv Fund	0.67	5,212.2	0.67	4,491.2	0.67	4,491.2	0.67	4,491.2	0.67	4,491.2
Far Eastern Equity Fund	Far Eastern Equity Fund	Instl Inv Fund	0.67	5,212.3	0.67	4,491.3	0.67	4,491.3	0.67	4,491.3	0.67	4,491.3
North American Equity Fund	North American Equity Fund	Instl Inv Fund	0.67	5,212.4	0.67	4,491.4	0.67	4,491.4	0.67	4,491.4	0.67	4,491.4
UK Gilt & Fixed Inv Fund	UK Gilt & Fixed Inv Fund	Instl Inv Fund	0.67	5,212.5	0.67	4,491.5	0.67	4,491.5	0.67	4,491.5	0.67	4,491.5
Dollar Deposit Fund	Dollar Deposit Fund	Instl Inv Fund	0.67	5,212.6	0.67	4,491.6	0.67	4,491.6	0.67	4,491.6	0.67	4,491.6
Sterling Deposit Fund	Sterling Deposit Fund	Instl Inv Fund	0.67	5,212.7	0.67	4,491.7	0.67	4,491.7	0.67	4,491.7	0.67	4,491.7
Managed Currency Fund	Managed Currency Fund	Instl Inv Fund	0.67	5,212.8	0.67	4,491.8	0.67	4,491.8	0.67	4,491.8	0.67	4,491.8
International Bond Fund	International Bond Fund	Instl Inv Fund	0.67	5,212.9	0.67	4,491.9	0.67	4,491.9	0.67	4,491.9	0.67	4,491.9
Equity & Income Group	Equity & Income Group	Instl Inv Fund	0.67	5,213.0	0.67	4,492.0	0.67	4,492.0	0.67	4,492.0	0.67	4,492.0
11-21 Mortg Inv Co Ltd	11-21 Mortg Inv Co Ltd	Instl Inv Fund	0.67	5,213.1	0.67	4,492.1	0.67	4,492.1	0.67	4,492.1	0.67	4,492.1
Investment Fund	Investment Fund	Instl Inv Fund	0.67	5,213.2	0.67	4,492.2	0.67	4,492.2	0.67	4,492.2	0.67	4,492.2
Discretionary Fund	Discretionary Fund	Instl Inv Fund	0.67	5,213.3	0.67	4,492.3	0.67	4,492.3	0.67	4,492.3	0.67	4,492.3
Finance International Ltd	Finance International Ltd	Instl Inv Fund	0.67	5,213.4	0.67	4,492.4	0.67	4,492.4	0.67	4,492.4	0.67	4,492.4
Sydney Vase Inv Co Ltd	Sydney Vase Inv Co Ltd	Instl Inv Fund	0.67	5,213.5	0.67	4,492.5	0.67	4,492.5	0.67	4,492.5	0.67	4,492.5
Int'l Strategic Fund	Int'l Strategic Fund	Instl Inv Fund	0.67	5,213.6	0.67	4,492.6	0.67	4,492.6	0.67	4,492.6	0.67	4,492.6
Unitholders Inv Prod Co Ltd	Unitholders Inv Prod Co Ltd	Instl Inv Fund	0.67	5,213.7	0.67	4,492.7	0.67	4,492.7	0.67	4,492.7	0.67	4,492.7
Hausgold International Ltd	Hausgold International Ltd	Instl Inv Fund	0.67	5,213.8	0.67	4,492.8	0.67	4,492.8	0.67	4,492.8	0.67	4,492.8
24-31 Date Street, Douglas Isla	24-31 Date Street, Douglas Isla	Instl Inv Fund	0.67	5,213.9	0.67	4,492.9	0.67	4,492.9	0.67	4,492.9	0.67	4,492.9
1 Managed	1 Managed	Instl Inv Fund	0.67	5,214.0	0.67	4,493.0	0.67	4,493.0	0.67	4,493.0	0.67	4,493.0
2 Managed	2 Managed	Instl Inv Fund	0.67	5,214.1	0.67	4,493.1	0.67	4,493.1	0.67	4,493.1	0.67	4,493.1
3 Managed	3 Managed	Instl Inv Fund	0.67	5,214.2	0.67	4,493.2	0.67	4,493.2	0.67	4,493.2	0.67	4,493.2
4 Managed	4 Managed	Instl Inv Fund	0.67	5,214.3	0.67	4,493.3	0.67	4,493.3	0.67	4,493.3	0.67	4,493.3
5 Managed	5 Managed	Instl Inv Fund	0.67	5,214.4	0.67	4,493.4	0.67	4,493.4	0.67	4,493.4	0.67	4,493.4
6 Managed	6 Managed	Instl Inv Fund	0.67	5,214.5	0.67	4,493.5	0.67	4,493.5	0.67	4,493.5	0.67	4,493.5
7 Managed	7 Managed	Instl Inv Fund	0.67	5,214.6	0.67	4,493.6	0.67	4,493.6	0.67	4,493.6	0.67	4,493.6
8 Managed	8 Managed	Instl Inv Fund	0.67	5,214.7	0.67	4,493.7	0.67	4,493.7	0.67	4,493.7	0.67	4,493.7
9 Managed	9 Managed	Instl Inv Fund	0.67	5,214.8	0.67	4,493.8	0.67	4,493.8	0.67	4,493.8	0.67	4,493.8
10 Managed	10 Managed	Instl Inv Fund	0.67	5,214.9	0.67	4,493.9	0.67	4,493.9	0.67	4,493.9	0.67	4,493.9
11 Managed	11 Managed	Instl Inv Fund	0.67	5,215.0	0.67	4,494.0	0.67	4,494.0	0.67	4,494.0	0.67	4,494.0
12 Managed	12 Managed	Instl Inv Fund	0.67	5,215.1	0.67	4,494.1	0.67	4,494.1	0.67	4,494.1	0.67	4,494.1
13 Managed	13 Managed	Instl Inv Fund	0.67	5,215.2	0.67	4,494.2	0.67	4,494.2	0.67	4,494.2	0.67	4,494.2
14 Managed	14 Managed	Instl Inv Fund	0.67	5,215.3	0.67	4,494.3	0.67	4,494.3	0.67	4,494.3	0.67	4,494.3
15 Managed	15 Managed	Instl Inv Fund	0.67	5,215.4	0.67	4,494.4	0.67	4,494.4	0.67	4,494.4	0.67	4,494.4
16 Managed	16 Managed	Instl Inv Fund	0.67	5,215.5	0.67	4,494.5	0.67	4,494.5	0.67	4,494.5	0.67	4,494.5
17 Managed	17 Managed	Instl Inv Fund	0.67	5,215.6	0.67	4,494.6	0.67	4,494.6	0.67	4,494.6	0.67	4,494.6
18 Managed	18 Managed	Instl Inv Fund	0.67	5,215.7	0.67	4,494.7	0.67	4,494.7	0.67	4,494.7	0.67	4,494.7
19 Managed	19 Managed	Instl Inv Fund	0.67	5,215.8	0.67	4,494.8	0.67	4,494.8	0.67	4,494.8	0.67	4,494.8
20 Managed	20 Managed	Instl Inv Fund	0.67	5,215.9	0.67	4,494.9	0.67	4,494.9	0.67	4,494.9	0.67	4,494.9
21 Managed	21 Managed	Instl Inv Fund	0.67	5,216.0	0.67	4,495.0	0.67	4,495.0	0.67	4,495.0	0.67	4,495.0
22 Managed	22 Managed	Instl Inv Fund	0.67	5,216.1	0.67	4,495.1	0.67	4,495.1	0.67	4,495.1	0.67	4,495.1
23 Managed	23 Managed	Instl Inv Fund	0.67	5,216.2	0.67	4,495.2	0.67	4,495.2	0.67	4,495.2	0.67	4,495.2
24 Managed	24 Managed	Instl Inv Fund	0.67	5,216.3	0.67	4,495.3	0.67	4,495.3	0.67	4,495.3	0.67	4,495.3
25 Managed	25 Managed	Instl Inv Fund	0.67	5,216.4	0.67	4,495.4	0.67	4,495.4	0.67	4,495.4	0.67	4,495.4
26 Managed	26 Managed	Instl Inv Fund	0.67	5,216.5	0.67	4,495.5	0.67	4,495.5	0.67	4,495.5	0.67	4,495.5
27 Managed	27 Managed	Instl Inv Fund	0.67	5,216.6	0.67	4,495.6	0.67	4,495.6	0.67	4,495.6	0.67	4,495.6
28 Managed	28 Managed	Instl Inv Fund	0.67	5,216.7	0.67	4,495.7	0.67	4,495.7	0.67	4,495.7	0.67	4,495.7
29 Managed	29 Managed	Instl Inv Fund	0.67	5,216.8	0.67	4,495.8	0.67	4,495.8	0.67	4,495.8	0.67	4,495.8
30 Managed	30 Managed	Instl Inv Fund	0.67	5,216.9	0.67	4,495.9	0.67	4,495.9	0.67	4,495.9	0.67	4,495.9
31 Managed	31 Managed	Instl Inv Fund	0.67	5,217.0	0.67	4,496.0	0.67	4,496.0	0.67	4,496.0	0.67	4,496.0
32 Managed	32 Managed	Instl Inv Fund	0.67	5,217.1	0.67	4,496.1	0.67	4,496.1	0.67	4,496.1	0.67	4,496.1
33 Managed	33 Managed	Instl Inv Fund	0.67	5,217.2	0.67	4,496.2	0.67	4,496.2	0.67	4,496.2	0.67	4,496.2
34 Managed	34 Managed	Instl Inv Fund	0.67	5,217.3	0.67	4,496.3	0.67	4,496.3	0.67	4,496.3	0.67	4,496.3
35 Managed	35 Managed	Instl Inv Fund	0.67	5,217.4	0.67	4,496.4	0.67	4,496.4	0.67	4,496.4	0.67	4,496.4
36 Managed	36 Managed	Instl Inv Fund	0.67	5,217.5	0.67	4,496.5	0.67	4,496.5	0.67	4,496.5	0.67	4,496.5
37 Managed	37 Managed	Instl Inv Fund	0.67	5,217.6	0.67	4,496.6	0.67	4,496.6	0.67	4,496.6	0.67	4,496.6
38 Managed	38 Managed	Instl Inv Fund	0.67	5,217.7	0.67	4,496.7	0.67	4,496.7	0.67	4,496.7	0.67	4,496.7
39 Managed	39 Managed	Instl Inv Fund	0.67	5,217.8	0.67	4,496.8	0.67	4,496.8	0.67	4,496.8	0.67	4,496.8
40 Managed	40 Managed	Instl Inv Fund	0.67	5,217.9	0.67	4,496.9	0.67	4,496.9	0.67	4,496.9	0.67	4,496.9
41 Managed	41 Managed	Instl Inv Fund	0.67	5,218.0	0.67	4,497.0	0.67	4,497.0	0.67	4,497.0	0.67	4,497.0
42 Managed	42 Managed	Instl Inv Fund	0.67	5,218.1	0.67	4,497.1	0.67	4,497.1	0.67	4,497.1	0.67	4,497.1
43 Managed	43 Managed	Instl Inv Fund	0.67	5,218.2	0.67	4,497.2	0.67	4,497.2	0.67	4,497.2	0.67	4,497.2
44 Managed	44 Managed	Instl Inv Fund	0.67	5,218.3	0.67	4,497.3	0.67	4,497.3	0.67	4,497.3	0.67	4,497.3
45 Managed	45 Managed	Instl Inv Fund	0.67	5,218.4	0.67	4,497.4	0.67	4,497.4	0.67	4,497.4	0.67	4,497.4
46 Managed	46 Managed	Instl Inv Fund	0.67	5,218.5	0.67	4,497.5	0.67	4,497.5	0.67	4,497.5	0.67	4,497.5
47 Managed	47 Managed	Instl Inv Fund	0.67	5,218.6	0.67	4,497.6	0.67	4,497.6	0.67	4,497.6	0.67	4,497.6
48 Managed	48 Managed	Instl Inv Fund	0.67	5,218.7	0.67	4,497.7	0.67	4,497.7	0.67	4,497.7	0.67	4,497.7
49 Managed	49 Managed	Instl Inv Fund	0.67	5,218.8	0.67	4,497.8	0.67	4,497.8	0.67	4,497.8	0.67	4,497.8
50 Managed												

## **LONDON SHARE SERVICE**

**Charities Aid Funds Money Mover**  
 Stroke Hall, Stone Ct, Hounslow, E3 9AF  
**CACASH Call Fund:** 10.55 7.85  
**CACASH 7-day Fund:** 10.55 8.10  
**The Charities Deposit Fund**  
 2 Fox Street, London E12 5AQ

Deposit	£10,000	- £1,000	- £100	- £10	- £1
<b>Gartmore Money Management Ltd</b>					
6.1 Queen St., London, EC4R 1PA					
Cat. Ref.	01-296-1425				
7-day Fund	10.00	7.74	10.52	-	-
Dollar	10.95	8.40	11.44	-	-
	6.75	5.18	7.03	-	-

**NOTES—Gross rate to those exempt from compound rate of tax less than 10% after deduction of GRT or Excess CAR. Gross equivalent to basic rates: compound annual rate less than CAR frequency implies constant**

**UNIT TRUST NOTES**

Prices are in pence quoted as calculated and times determined by the U.S. Federal Reserve. Yields shown in last column allow for all buying costs. Price of certain under insurance United plant subject to capital gains tax on sales. Offered prices include all expenses, a Today's opening price, a Yield based on offer price & Estimated, a Today's opening price, a Distribution price of UK Trusts & Participating Unit Trusts, a Yield on Standard Income & Offered price. Income includes expenses except agent's commission. A Offered price includes all expenses if bought through manager. A Previous day's price. A Germany gross & Separated by Yield before Jersey Tax & Ex-distribution. A Only available to charitable bodies. A Yield column shows annualized yield.



## **LONDON SHARE SERVICE**

## FOREIGN EXCHANGES

**Sterling finds it hard to break the oil link**

By Colin Milham

**OIL PRODUCTION** is now a relatively small part of the total UK economy, and it may be assumed that sterling has become less vulnerable to fluctuations in the price of North Sea crude.

This does not appear to be true however, according to Mr Neil MacKinnon, senior economist at Chase Manhattan Securities.

Figures based on oil prices and the pound's exchange rate index have shown a remarkably strong correlation since March, with crude prices and sterling reaching a peak around April to May, before falling back.

**\$ IN NEW YORK**

Sept. 9	Close	Previous Close
£/Spot	1.6955 - 1.6965	1.7000 - 1.7010
1 month	1.6955 - 1.6965	1.7000 - 1.7010
3 months	1.6955 - 1.6965	1.7000 - 1.7010
12 months	1.6955 - 1.6965	1.7000 - 1.7010

Forward premiums and discounts apply to the US dollar

**STERLING INDEX**

Sept. 9	Close	Previous
8.30 AM	15.7	15.8
9.00 AM	15.7	15.9
10.00 AM	15.7	15.8
11.00 AM	15.7	15.8
1.00 PM	15.7	15.8
2.00 PM	15.7	15.8
3.00 PM	15.7	15.7
4.00 PM	15.7	15.7

**CURRENCY RATES**

Sept. 9	Bank rate %	Spot & Deriv. Rights	European Currency Unit	Unit
Stoties	0.50	0.70955	0.644082	
U.S. Dollar	0.50	1.4242	1.39182	
Canadian	0.50	1.4242	1.39182	
Austria Sch.	4	16.9079	14.5724	
Belgian Franc	7.1	2.0158	1.9158	
Danish Krone	7.1	1.38158	1.35158	
Deutsche Mark	12.5	2.40302	2.07458	
Neth. Guilder	12.5	2.40302	2.07458	
Swiss Franc	12.5	2.40302	2.07458	
Italian Lira	12.5	1.7977	1.54945	
UK	12.5	1.7977	1.54945	
French Fr.	12.5	1.7977	1.54945	
Spanish Peseta	12.5	1.60433	1.38496	
Greek Drach.	20	2.02437	1.71150	
Irish Punt	20	0.897678	0.77271	

\*All SDR rates are for Sept. 8

**CURRENCY MOVEMENTS**

Sept. 9	Bank of England Index	Morgan Guaranty	Capacity %
Spotted	75.7	-16.7	
U.S. Dollar	75.7	-16.7	
Canadian	81.2	-4.3	
Australian	121.1	+1.6	
Swiss Franc	85.1	-0.3	
Deutsche Mark	144.4	+2.1	
Swedish Krona	123.1	+1.7	
French Fr.	121.7	+1.7	
Italian Lira	120.0	+1.7	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	
French Fr.	120.15	+2.2945	
Swiss Franc	120.15	+2.2945	
Deutsche Mark	120.15	+2.2945	
Italian Lira	120.15	+2.2945	
UK	120.15	+2.2945	



*4pm prices September 9*



*The  
Business  
Column*

Too soon  
to reject  
accepted  
wisdom

When Mr John Opel was president of IBM, in the early 1980s, an interviewer asked him if he was worried by the challenge from companies that made mainframe computers that mimicked IBM's. No, said Mr Opel, companies that were "followers" would always find it hard to achieve sustained profitability; successful computer companies were those with their own proprietary standards, and the loyal band of customers these created.

Until recently, that statement summed up the computer industry's conventional wisdom. And time has proved it largely true: in the mainframe computer business, following IBM has rarely led to a steady flow of profits. And in the more cutthroat world of micro-computers, the soaring profits of Apple Computer shows how unchallenged command of a proprietary standard can protect against too much price competition.

But there are at least two recent counter-examples to Mr Opel's general truth — and a growing feeling among computer makers that an era of open, shared, non-proprietary standards is at hand. The counter-examples are Sun and Compaq, which have both built billion-dollar businesses of strong and growing profitability by abandoning the concept of a proprietary standard.

**Relentless pressure to Balkanise**

Does the extraordinary success of these two companies, and the growing hubbub about "open systems", mean that conventional wisdom is wrong and that non-proprietary computing is at last an attractive route to profitability? It would be good news for computer users if that proved to be true: the proprietary approach has produced a relentless pressure at Balkanise the computing world.

Good news is rarely unloved, however. The success of Sun and Compaq is not so much an invitation to the rest of the world to join the open systems bandwagon as a lesson in how really well-run companies can prosper even in unpromising circumstances.

Except when demand is going through the roof (as it has this year for powerful IBM-compatible micro-computers, for example) non-proprietary standards rapidly lead, for most participants, to commodity products, where only those with below average costs or above average access to distribution can hope to survive.

Sun and Compaq have been able to thrive in this atmosphere by turning themselves into a new breed of company, what one might call "aggressive standards followers." They have turned the ability to spot emerging standards, and incorporate them rapidly into their designs, into the competitive equivalent of a proprietary system. That requires great resources of engineering talent, of course, but it also requires the flexibility to fight the "not invented here" syndrome, and junk your own much-loved design.

If this is the correct interpretation of the success of Sun and Compaq, it raises questions about the prevailing enthusiasm for open systems. First, most mundanely, will these two companies be able to retain their frenetic approach and healthy profit margins as their organisations age and competitors catch up? Second, how easy will it be for others — especially large, long-established companies — to adopt the organisational flexibility that "aggressive standards following" requires?

And third, if proprietary standards continue to offer those companies strong enough to impose them — IBM above all — higher margins than those which foster price competition, will most open systems advocates find themselves condemned, at best to profitless prosperity?

In such a future, all but the most adaptable standards followers may shift container-loads of machines, may rack up impressive revenue numbers, and may make money in the industry's good years. But they will be unable to build the come-again-like profits that is the legacy of a successful proprietary system. It may not be so easy, after all, to escape the unpalatable logic of conventional wisdom as the open systems euphoria might suggest.

Peter Martin

**THE MONDAY INTERVIEW**

# A prima donna for all seasons

Richard Fairman talks to soprano Dame Gwyneth Jones who returns to Covent Garden tonight

**A**s London's Royal Opera prepares to open its doors for a new season, it is all change. The new management under Jeremy Isaacs has sought to impress its personal style on all aspects of the house, from redesigning the programmes to changing the seating arrangements and removing the carpet in the stalls.

Visitors to the opening performance of Puccini's *Turandot* tonight, however, will be reassured to find one important and enduring constant. The soprano Dame Gwyneth Jones made her debut at Covent Garden in 1963 and her appearance in the title-role will both inaugurate the new regime and mark her own 25th anniversary in the house: a fitting combination for a career which, even now, is looking as much to the future as to the past.

The years between may have had their ups and downs, but they have certainly not been lacking in challenges met and peaks scaled. When she talks today, she is so enthusiastic about singing that there is no doubt what it is that still drives her on, and has won her a reputation as a singer who can be relied upon to give any challenge her all.

Who else, one feels, but Gwyneth Jones would have agreed to this? A couple of years ago, a performance of Strauss's *Die Frau ohne Schatten* in Zurich was put in jeopardy when a colleague cancelled, and Jones found that she had been talked into saving the day by singing the role of the Dyer's Wife and sight-reading the notoriously difficult role of the Empress at the same time. At one point she even had to sing *herself* with herself.

"I still can't believe I did it," she says with a shake of the head, but her eyes light up at the thought that if the offer came again, the answer would be yes. This is the spirit that put her in the vanguard of singers who led the British invasion of the opera houses of Europe in the 1960s, and swept the Royal Opera's young Rhinemaidens to be the first British Brünnhilde at Bayreuth.

Born in Pontypool and educated primarily at the Royal College of Music, Gwyneth Jones progressed rapidly in professional circles, first to the Zurich Opera House, and then to Covent Garden. "That was the time when David Webster was the General Administrator. There was a wonderful family feeling. The company really nursed their young

members of that family to sing when the booked artists cancelled. For Dame Gwyneth herself this system was bringing immediate gold, when last-minute substitutions in Fidelio and Il Trovatore opened the doors to the world's leading opera houses.

A rush of debuts followed: Paris, New York, Milan, Vienna, Bayreuth. Within a few years of leaving college she was working with the leading international conductors and producers of the day. Artists like Hotter, Frick, Simonato, Nilsson and Grindl were her colleagues and it amuses her that she is sometimes thought of as one of their generation. "I was so lucky to start so young," she remarks, "because I had the enormous advantage of being able to stand on stage and learn from singers of quite

experience."

What happens at Bayreuth, though, often goes on to influence the whole world. For instance, after the war in the

productions of Wieland Wag-

ner you had the "new Bayreuth" style, as people called it, and that worked its way through to the other opera houses. Everywhere producers started to mount productions that were static and set on an empty stage.

Then Chéreau came along and conceived a production style that was fundamentally different. The operas were played in modern dress, of course, but that was only part of it. The movement, the action, the contact between the characters had all been radically rethought. Typically, in one of the production's most moving moments, Wotan took Brünnhilde in his arms and carried her to the Valkyrie rock — not an idea that would have appealed to many previous Wagnerian prima donnas. Or, perhaps more to the point, to many previous Wotans.

For Dame Gwyneth herself it was the right production at the right time. Chéreau's determination to portray the mythical figures of the Ring on a human scale was well suited to the warm and sympathetic personality that she communicates so movingly on stage; and the vocal problems that resulted from a car accident a few years before were largely being overcome.

From that time on she has tackled all the major dramatic roles: a marvellously radiant Isolde, Turandot with the Royal Opera at the Olympic Arts Festival in Los Angeles, and most recently a Strauss Elektra to match the best that London has seen. She knows she is probably singing better than at any time since the beginning of her career, thereby confounding the predictions of doom that were fairly widespread about 15 years ago, and says she feels that she is "at the stage where I'm all set to go."

This is she stresses, because she insisted on holding off the most taxing dramatic parts until she was ready for them.

Another advantage at that time — and this is a feature that many people would like to see reinstated — was the chance for aspiring younger

another generation." This had not always been the way. In the first half of this century the British singer was a *rare event* in most international operatic centres, with a strange inclination to change the colour of its feathers: many singers of British origin who wanted to make a career on the Continent preferred to take a name that was enticingly Italian or French.

There were isolated success stories, such as Dame Eva Turner, a shining example

before the war, or Sir Gerald Evans and Heather Harper also just starting their international careers after it. But British singers were still the exception. "It was partly to do with the war, which had stopped a lot of careers. But also, as music education improved, so did the standard of British singing, and the opera houses

recognition this.

"For me, this is one of the

most satisfying things: to be

accepted at the source. To be

able to sing Wagner in Bayreuth, Strauss, Verdi at La Scala."

From 1966 Gwyneth Jones has been a fully international artist in every sense. Home is in Switzerland with her Swiss husband (a successful businessman) and teenage daughter, but the demands even of a carefully controlled schedule — only about 50 performances a year — still leave her less time to spend with them than she would like.

In 1976 came her most important challenge to date. Wolfgang Wagner, grandson of the composer, had been nurturing Jones to take on the triple role of Brünnhilde in Wagner's Ring cycle at Bayreuth and in that year, the centenary of the work's first performance, he scheduled a new production of it with her and the controversial French theatre director, Patrice Chéreau.

The result was blazingly controversial and met with an extraordinary audience response. In the first year the music was often drowned by a cacophony of boos and whistling, but by its last performances in 1980 the whole production was being hailed as a masterpiece. "You have to remember that Chéreau had brought a whole new style and concept to the Ring and opened the door to a new epoch for opera in general. At first it was very difficult because people didn't understand."

"What happens at Bayreuth, though, often goes on to influence the whole world. For instance, after the war in the

productions of Wieland Wag-

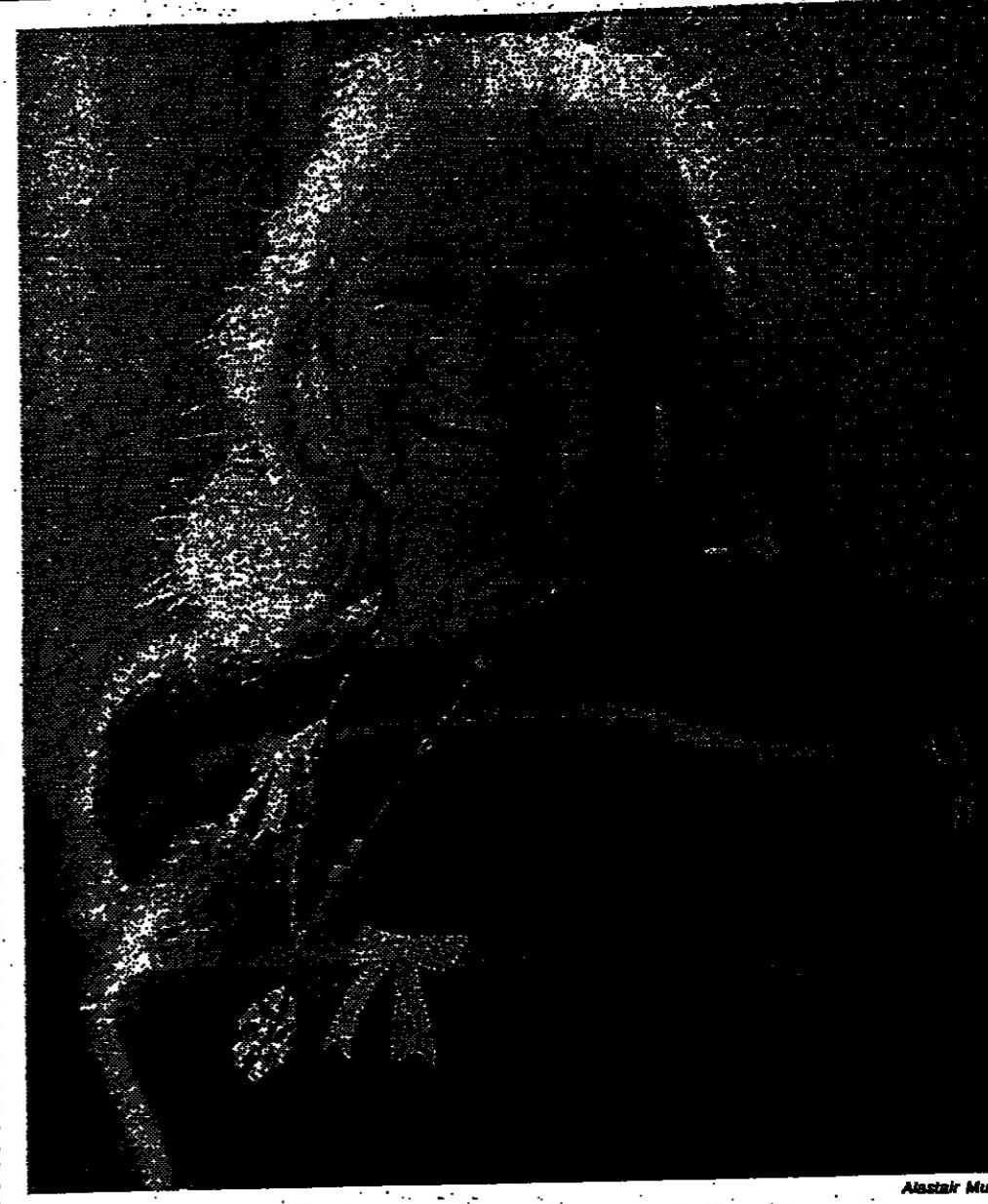
ner you had the "new Bayreuth" style, as people called it, and that worked its way through to the other opera houses. Everywhere producers started to mount productions that were static and set on an empty stage.

Then Chéreau came along and conceived a production style that was fundamentally different. The operas were played in modern dress, of course, but that was only part of it. The movement, the action, the contact between the characters had all been radically rethought. Typically, in one of the production's most moving moments, Wotan took Brünnhilde in his arms and carried her to the Valkyrie rock — not an idea that would have appealed to many previous Wagnerian prima donnas. Or, perhaps more to the point, to many previous Wotans.

For Dame Gwyneth herself it was the right production at the right time. Chéreau's determination to portray the mythical figures of the Ring on a human scale was well suited to the warm and sympathetic personality that she communicates so movingly on stage; and the vocal problems that resulted from a car accident a few years before were largely being overcome.

From that time on she has tackled all the major dramatic roles: a marvellously radiant Isolde, Turandot with the Royal Opera at the Olympic Arts Festival in Los Angeles, and most recently a Strauss Elektra to match the best that London has seen. She knows she is probably singing better than at any time since the beginning of her career, thereby confounding the predictions of doom that were fairly widespread about 15 years ago, and says she feels that she is "at the stage where I'm all set to go."

This is she stresses, because she insisted on holding off the most taxing dramatic parts until she was ready for them.



**'One of the most satisfying things is to be accepted at the source — to sing Wagner in Bayreuth . . .'**

A role like *Elektra*, for example, is regarded as "a killer" by most sopranos. The received wisdom is that either you leave it till the end of your career, or it will end your career for you. Dame Gwyneth finds it distressing to watch a singer trying to wrestle with a heavy-weight role like that too early.

On the future for opera she was the right production at the right time. Chéreau's determination to portray the mythical figures of the Ring on a human scale was well suited to the warm and sympathetic personality that she communicates so movingly on stage; and the vocal problems that resulted from a car accident a few years before were largely being overcome.

For herself, there is still a career to be followed that knows no bounds. Bellini's *Norma* and Puccini's *Fanciulla del West* beckon. There will be Sibelius in Finnish in Helsinki, some Ponchielli in Paris, and the whole field of French opera still to discover. But then, if you are in the peak of health, vocal and physical, and still full of enthusiasm for what you do, why stop now?

I ventured that she had spent her 25 years in opera like the guest who arrives at the party first and leaves last. She laughed heartily. "And I'm not thinking of leaving yet!"

## NURDIN & PEACOCK



### Interim Report for 6 months to 2nd July 1988

Unaudited results for the half year ended 2nd July 1988 and the comparative figures for 1987 are:

	Six months to 2nd July 1988 £'000	Six months to 4th July 1987 £'000	53 weeks ended 2nd Jan 1988 £'000
<b>Turnover</b>	479,974	423,554	904,085
<b>Profit before tax</b>	5,079	3,168	17,905
<b>Taxation</b>	1,905	1,122	5,982
<b>Profit after tax</b>	3,174	2,046	11,923
<b>Dividends</b>			2
Preference			
Ordinary	1,767	1,513	4,040
<b>Retained profit for the period</b>	1,407	533	7,781
<b>Earnings per ordinary share</b>	5.3p	3.3p	18.7p
Before tax	3.3p	2.1p	12.4p
After tax			

Interim dividend 1.65p per share (1987 - 1.6p per share) payable on October 28, 1988 to members registered at close of business on September 20, 1988.

The information set out above does not comprise full accounts within the meaning of Section 254 of The Companies Act, 1985. Full accounts for the year ended January 2, 1988, on which the auditors have given an unqualified opinion, have been filed with the Registrar of Companies.

### Chairman's Statement

I indicated in my Annual Statement and at the Annual General Meeting that 1988 had started better than the previous year and I am pleased that the profit figures have confirmed this.

There were a number of positive factors. Sales showed a strong improvement. The Budget, though less beneficial to us than two years ago, did increase excise duty sufficiently to pay for our costs of holding the extra stocks that are needed to be competitive. Not least, we achieved a big reduction in the stock losses through that that I reported as being a problem at this time last year. The enthusiasm shown by our Staff in helping towards reducing this has been tremendous and I want to thank them here for all their help in this and generally in producing these results.

Sales continue to show a good increase, being over 12% up for the year so far. Exeter opened on 22nd August and made a very good start. Derby opened in April and is progressing well and, as I predicted at the AGM, we are well on course to exceed £1 billion sales for the year — all achieved by organic growth.

We have recently made some important changes to our management structure and also a number of appointments which were publicised at the time in the Press and which I will outline in greater detail in my next Annual Statement. The main change centres on the creation of a Northern Division, and two other geographic Areas — Southern and Central — each headed by a Personnel & Operations Director appointed from within the Company. The objectives of this change are to help retain our highly personal relationships with our Staff, to improve internal communication and to help in accelerating our expansion programme, most of which must now be northwards.

The first two branches in this expansion programme are already in the pipeline. Our new branch at Stoke-on-Trent is progressing well and we have purchased a building at Hull to be renovated and extended. In addition we shall shortly start building a large replacement for our Cardiff branch. All these should be operational in 1989.

At the last AGM, an SAYE share option scheme for staff was approved. Since then, I am happy to say that over 1,000 employees have taken up the option — some 30% of those eligible. This compares very well with a national average of under 25%

W. M. PEACOCK  
Chairman

September 7, 1988  
Hendin & Peacock PLC, Rodney Park, Derby Park, London SW20 0JU Tel: 01-946 8111  
THE CASH AND CARRY WHOLESALERS

## SECTION III

**FINANCIAL TIMES SURVEY**

**Cellular mobile telephone networks are expanding fast. Setting the pace are Britain, Scandinavia and the US, but there is growth elsewhere, with plans to launch a European digital cellular mobile system in 1991, writes Terry Dodsworth, Industrial Editor.**

**Europe's bid to stay ahead**

THE LAUNCH of the UK's first two cellular mobile telephone networks in January 1985 was greeted with little more than passing interest in the City of London. The extent of the change in opinion since then can be gauged by the plans to float off a part of the Vodafone operation later this year. If the issue goes ahead, it will value the company at around £1.75bn, not far short of the stock market valuation placed on some of the country's leading electronics groups.

The reason for this dramatic reversal in attitudes lies in the extraordinarily rapid growth of the industry over the last three-and-a-half years.

From a standing start, the network operators have built up a subscriber base of well over 200,000, and are adding new customers at a combined rate of well over 10,000 a month. London has developed the most intensively used cellular phone system in the world, and handsome profits have begun to flow through to the operators — Vodafone, a subsidiary of the Racal electronics group, made operating profits of £50m last year against a loss of £12m in 1985-86.

While sales in Britain have shown particularly vigorous

**Mobile Communications**

British Telecom and Securicor, it is reasonably assured of a steady flow of revenue. The possibilities for expansion in service revenues can be judged by estimates suggesting that mobile telephone operating companies in the US could be generating sales of \$6.5bn by 1992 against \$1.4bn last year.

By the standards of the world telephone industry, now spending about \$100bn a year, this is not a particularly large market. But it is a wholly new one and is rising rapidly. The US alone, for example, is expected to increase its expenditure in this sector from

around \$555m last year to \$340m in 1992; and in Europe, the proposed new digital network is expected to bring in orders of around \$580m a year in the early 1990s. For an equipment industry that has been undergoing a shake-out this represents an exciting new opportunity.

A third market has opened up for suppliers of the handset equipment which goes into the cars. Initial estimates indicate that sales in this area may amount to about the same as those for infrastructure equipment, although prices are now

falling so rapidly that companies which fail to move into new country markets may well find it difficult to maintain significant turnover growth.

The emphasis over the prospects for the mobile cellular industry, however, cannot hide the fact that the world market has developed in an extremely patchy manner. The rapid take-off in Scandinavia and the UK contrasts sharply with the slower growth in Japan and several European countries. Some large countries around the world have yet to make any significant investment in

## CONTENTS

Handsets: challenge of Japanese	2
Pan-European digital system: the international car phone	3
Mobile cellular radio: growing quickly causes problems	7
Radio data systems: putting the driver in the picture	8

□ Illustration by John Batten

all. Other small countries, like Bahrain, Kuwait and Hong Kong, already have substantial networks.

These disparities raise some intriguing policy questions, particularly in Western Europe. Since the bulk of the established telephone system in the UK is roughly comparable, the cellular network might have been expected to have developed in a fairly uniform manner in the different countries. Two main reasons are advanced for the current differences.

The first is the issue of prices. In the slower developing markets, such as West Germany, prices have remained comparatively high, particularly for the handset equipment that is installed in the cars. In the US, average prices for these products are now well below \$1,000, and possibly as low as \$700, and in the UK they have probably been pushed down to around £1,000. But in Germany they are still around \$2,600 — about half the price they stood at two years ago, but still very high compared to the leading markets.

Second is the question of market structure. Both the US and the UK have deliberately developed their networks under a competitive arrangement, the UK through a national duopoly, and the US by selecting two competing companies in a series of local sales zones. While the Nordic companies have not had the same degree of direct competition between network operators, suppliers say that the national telephone company running the main cellular system has adopted a very market-oriented approach from the beginning.

The significance of these pricing and structural differences is that expansion has been seen to come far more rapidly under the more liberalised operating regimes. As a result, Europe as a whole is now tending to move towards systems which are more market-oriented. In this sense, the UK experiment has had a substantial impact. While Germany and France are unlikely to replicate fully the British system, both are planning to create further operating companies to compete against organisations currently run by the main public telephone industry.

Car radio networks: prospect of 1m subscribers	5
Pagers: a scanning solution	6
Cordless telephony and the mass market	7
Satellites: moving targets can yield rich pickings	8

At the same time, however, European governments are anxious to avoid the negative effects that have flowed from the UK approach. Partly because the British market has been expanded so quickly, UK manufacturers have not moved up to enter the cellular market, with the result that most of the equipment market has fallen to foreign companies.

These issues have been very much in the minds of European policy-makers in developing their ambitious plans for a new digital cellular mobile system to be launched in 1991.

This network will operate to common standards across Europe, and will therefore lend itself to open competition throughout the region by equipment suppliers. But it is being developed with the collaboration of the indigenous hardware manufacturers in an attempt to give them a lead in the creation of new products for the system; and, at the same time, the operating companies are likely to be run in a much more market-oriented fashion than the traditional state-owned telephone utilities.

The big question for the future of the European industry is whether these policies will work in stimulating a competitive manufacturing industry in the next generation of mobile cellular equipment. There is no doubt that the plans have created great interest. A large number of companies have come together in several consortia aimed at making infrastructure equipment. Many of these are also working on telephone handset designs.

Nevertheless, realists in the industry assume that only a proportion of these new initiatives will lead to viable long-term businesses. Indeed, it is widely argued that the creation of a genuinely common market for the next generation of cellular equipment is likely to lead to consolidation among suppliers because of heightened competition. Meanwhile, the Europeans will have to face a number of foreign companies just as eager as they are to take advantage of the new market conditions. It is hard to escape the conclusion that Europe has set itself a formidable challenge in making this ambitious attempt to establish a lead in the cellular mobile telephone industry.

**CLIENT LIST****CLIENT LIST**

SMITH COMPUTERS LTD

CITY SOFTWARE

CAPTAINS ADVERTISING

PARKER ASSOCIATES

GLOBAL COMMUNICATIONS PLC

BROOKES DOMESTIC SERVICES

ALPINE CONSTRUCTION

INTER LINK COMMS

MEDICARE INC

POCOCK AND COYLE INNOVATIONS

**Out of touch.****In touch.**

Staying in touch with your business, can mean the difference between success and failure. Astute businessmen are aware that good communications are an everyday necessity, not just a standby for emergencies. Mercury Paging provides the most cost effective way of communicating in a fast moving business environment.

With Mercury Paging you have the most flexible paging service on the market. So whether you want a pager that beeps or one that can display detailed messages, you can be certain Mercury has the service for you. To maintain your competitive edge call 0800 400 482 (free).


**Mercury  
paging**

## MOBILE COMMUNICATIONS 2

The main companies in infrastructure equipment

## Cellular market opens door to foreign competition

**IN SEVERAL** ways, the development of the mobile cellular market has created opportunities for new competitors to enter the telecommunications industry. In both the US and Europe, a fresh band of network operators has emerged to compete with the established groups, and a variety of electronics companies have diversified into the production of mobile handsets.

Only a limited amount of new blood, however, has been attracted into the supply of infrastructure equipment. In this sector of the market, the

Telecom-led group, has relied on Motorola of the US to construct its mobile network, while Vodafone opted for equipment from Ericsson of Sweden.

Similarly in the US, foreign companies have crept into the market, with both Ericsson, the leading Swedish exchange producer, and NEC of Japan licensing small stations. Foreign companies have even made some progress in Japan, a notoriously difficult market for importers of telecommunications products, with Motorola chosen to set up one of the mobile networks.

### Many countries have looked overseas for expertise if they did not find it at home

industry remains very much under the control of the longer-established telephone exchange producing companies. These are the businesses that have the necessary expertise in the complexities of switch designs; and many of them also have experience in radio transmission, a necessary ingredient in the hybrid technology that has created the mobile cellular industry.

The prominence of the leading world switch producers in this new industry, however, should not mask the fact that the cellular market is a comparatively open one, much more welcoming to foreign competition than traditional exchange manufacturing ever was. In the rush to set up cellular systems, in many countries have abandoned the old policy of funnelling telecommunications orders into selected national champions. They have been prepared to look overseas for expertise if they could not find it at home.

This can be seen particularly vividly in the UK, where the infrastructure equipment of switches and base stations – the equipment which transmits and receives messages – has come from non-British suppliers for both Cellnet and Vodafone, the two network operators. Cellnet, the British

At the same time, Motorola

has expanded internationally, taking roughly half of the British market and moving into Japan. Teething problems with its technology in the UK (which uses different operating standards than the US), now appear to have been overcome; indeed, Motorola has won a further contract to supply digital systems to the Canadian operating company in the UK and earlier this month achieved a breakthrough in the Norwegian market.

• Ericsson, which has built on its position of being the most international of all the big world switch manufacturers to establish a strong world position in the mobile cellular sector.

The Swedish company's strength lies in its penetration of several different markets, and its ability to adapt its technology to the demands of different operating standards. It is the leading producer in the Nordic area, which has played a pioneering role in the development of mobile systems through a network linking Norway, Sweden, Finland and Denmark; it also accounts for

### The cost of entry is so high that the advantage remains with the established suppliers

roughly half of infrastructure sales in the UK, currently the fastest-growing cellular market in Europe; and it has established a modest position in the US, where it has captured about 8 per cent of sales.

• NEC of Japan is also beginning to emerge as a world player in this sector. It is the dominant producer in its home market, has managed to pick up around 3 per cent of US sales, and is now trying to move into Europe, where it has bid for contracts for the planned new digital network. It has already established something of a foothold in the UK through the supply of infrastructure equipment for the paging industry, and some analysts expect that it will eventually win contracts in the later rounds of digital equipment orders.

system in the early 1990s, and by then the US will have largely completed its current round of infrastructure development.

Initially, the development of digital is being carried out by a number of different collaborative groups in an attempt to spread costs and speed up the process. But while this should allow new companies to establish a role in the cellular infrastructure market, it is unlikely to dislodge the leading companies from their present market positions.

There is such a high cost of entry to this market, in terms of the sophistication of the technology involved in switch production, that the advantage remains with the established suppliers.

Terry Dodsworth

Time is money.  
To make more of both,  
call Air Call Cellular.

In business, it has always paid to run a tight ship.

Tea clippers were, in their day, the fastest vessels afloat – for very good economic reasons.

If your ship was the first back to England with the new tea crop, you could command the highest price for it.

Nowadays, speed is even more vital. Keeping ahead in commodities (or any business) depends on instant communication.

Confirming business the moment you've made it and comparing prices at the touch of a button. To make sure of plain sailing for your business – especially when you're not at the helm – you need cellular communications, from Air Call.

Time spent out of the office – in the car, or on the way to meetings, for instance – is often unproductive, because you're out of touch. And if you have people who seem to spend their lives 'on the road' (or all at sea), logging-up 20,000 miles annually, you could be losing three working months of every year – simply through lack of contact.

We can help you to utilise this time, and improve your cash flow. We're Air Call – a major force in the mobile communications field for over 30 years – and we continue to grow from strength to strength. Air Call are one of this country's largest independent cellular service providers, with strong

dealer and field management networks all through the UK.

And we're able to offer our customers the full facilities of both Cellnet and Vodafone.

Famous for our paging division, we are actually far larger in cellular communications.

Providing cellular communication systems nationwide for some of the most prestigious and efficient companies in Britain.

Companies who have realised that increased profits depend on instant personnel contact. So – make certain your ship comes in. Call Air Call on 01-951 9000, or post the coupon.

AIR CALL  
CELLULAR



## Challenge of the Japanese is held back for now

THE MANUFACTURING of handset equipment for the cellular mobile market is an area which appeals to companies that combine high technology design skills with effective large volume production and distribution.

It has thus proved an ideal field of activity for the Japanese electronics giants. But while the Japanese have captured a strong position in the world market, the US and European industries have also produced some vigorous competitors – indeed, a few companies from these regions have shown surprising agility in rising to the challenge of the Japanese.

Part of the reason for this variety of manufacturers in political. Some countries have either overtly or tacitly encouraged the supply of handset equipment from domestic suppliers, applying the policies that were standard practice in the heyday of nationally-organised telecommunications industries. West Germany, for example, has clearly proved an uninviting market for the Japanese, and suppliers from the rest of Europe have found it easier to penetrate the market if they established local manufacturing with a domestic West German company.

At the same time, the plethora of different standards around the world has encouraged small-scale production by local manufacturers with no ambitions for export sales. This group shows a heavy bias towards Japanese companies – it includes Toshiba, Panasonic, OKI, Mitsubishi – but also embraces Novatel of Canada, which has a foothold in both the North American and European markets.

On a more specialised basis, a British company, Technophone, has emerged as a particularly dynamic force in the market for light portable phones – receiver that can be detached easily from the ear and carried around by the subscriber. Technophone, founded only four years ago, is currently manufacturing about 50,000 units a year and exporting the majority of its products.

In the present state of market expansion it would be dangerous to assume that any of these companies could not be

dislodged by a vigorous newcomer. In the battle for survival they will face a number of issues over the next few years.

• The development of the European digital network will demand heavy new investment in technology. This is likely to give an advantage to the larger, better-financed companies, while creating more competitive market conditions, because it will be possible to sell the same product throughout the European market.

"I think the market is growing quickly enough to sustain a wide variety of companies for the time being," says Mr Nils Martensson, managing director of Technophone. "But when the new European digital system comes on line there will be a number which cannot compete because of the expense."

### Handsets worldwide market shares\*

	May 1988 percentage figure
Nokia-Mobira	12.4
Motorola/Storme	12.3
NEC	11.2
Toshiba/Audionex	9.5
Novatel	8.4
Panasonic	8.0
OKI	7.0
Mitsubishi	6.7
Ericsson	5.9
Philips	3.8
Siemens	3.1
Others	12.3

\* May 1988 percentage figures

• Trade issues may also grow in importance because of the expansion of Japanese companies in Europe and the failure of Europeans to penetrate the Japanese market so far. Some Europeans claim that it has proved near-impossible so far to obtain standards specifications from Japan so that they can design for the Japanese market.

• Technologically, handset manufacturers are facing a continuing requirement to

improve the performance of their products while bringing down prices – another factor that is likely to put smaller companies under pressure. In the US, for example, Dataseq is expecting annual revenue growth of less than 3 per cent over the next few years, rising from \$442m in 1987 to \$510m in 1992. This is because prices are falling while unit sales are going up. Average prices are now down to around \$700 a set, half of what they were three or four years ago.

Some producers are tackling this challenge through specialisation. Technophone, for example, has concentrated on the sophisticated portable sector of the market, aiming at the same time to achieve volume by designing to as many different standards as possible.

Sales of portables are generally expected to increase at a faster rate than the rest of the market, mainly because of their flexibility of use.

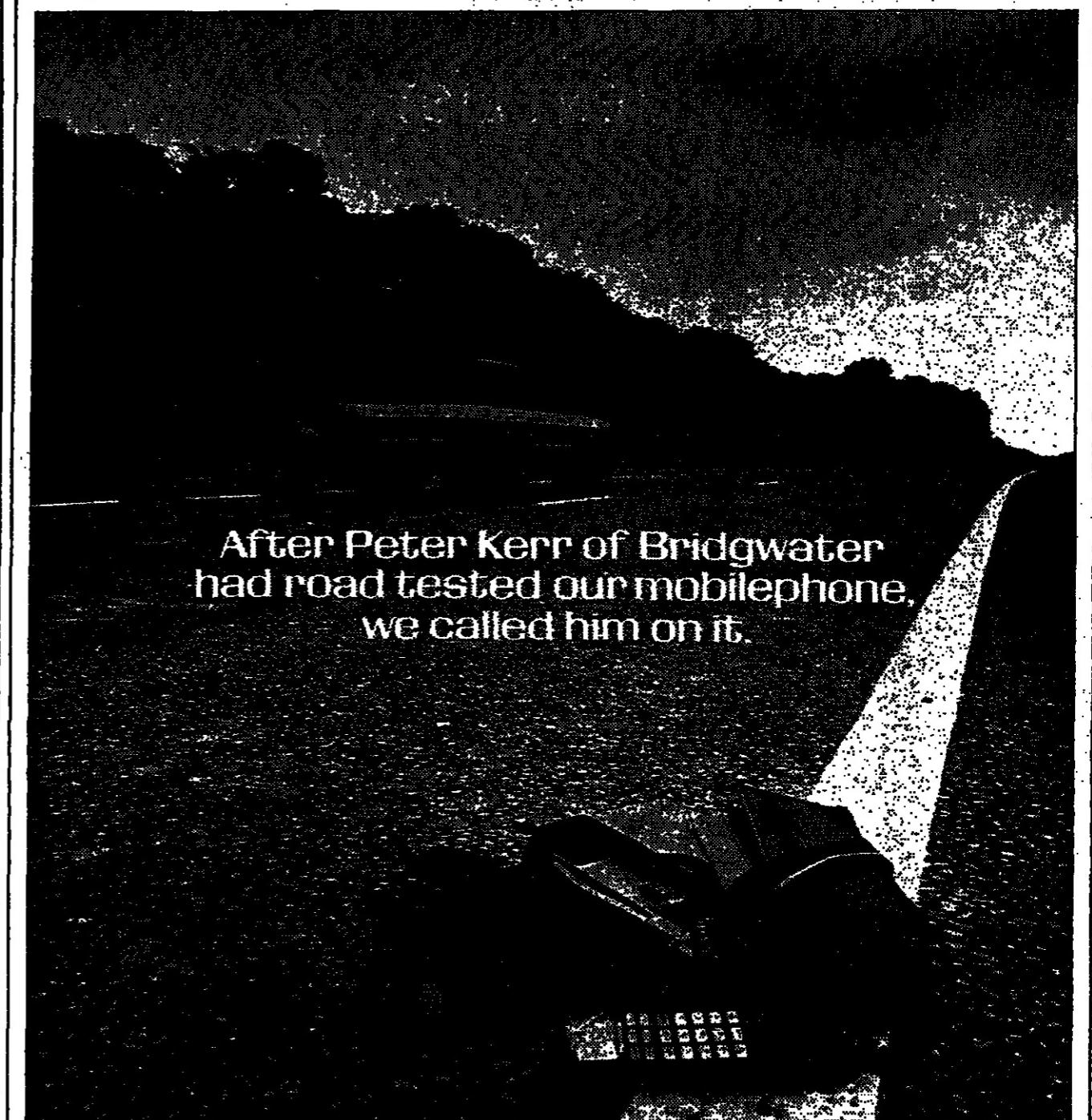
There is a consensus among the leading manufacturers that the key issue in determining future success lies in producing high performance equipment. Users want the same types of functions that are available on their ordinary telephones. Hence there is a heavy emphasis on design and development skills. Nokia, for example, has 300 researchers working on design and development, choosing to put the emphasis in this area rather than on manufacturing components, many of which are bought from outside suppliers.

Mr Martensson says similarly that the key issue is to be able to design customised integrated circuits that will fit as many functions as possible to be placed onto a silicon chip.

This means, he adds, that the Japanese should not have any particular technological advantage in the future, despite their leading position in semiconductor production.

"Their strength is that they are big and that they therefore have a financial advantage over European companies. But we are just as able to come up with innovative designs and products as they are," he says.

Terry Dodsworth



After Peter Kerr of Bridgwater had road tested our mobilephone, we called him on it.

On Friday April 29th this year as Peter Kerr of Bridgwater, Somerset was travelling along the M5 on his BMW K1000 motorcycle, he was waved down by a passing car.

The driver informed him that some miles back a black shape had leapt from his motorcycle, smashed to the ground and bounced over and over for 100 yards down the motorway before ending up on the central reservation.

When Mr. Kerr checked his panniers he knew the story had a ring of truth. His recently purchased Panasonic C50 mobilephone was missing.

Taking into account that he had been travelling at 70 mph when the C50 hit the road, Mr. Kerr

presumed the worst and informed his Panasonic dealer of the facts.

Ten days later a motorway worker walked in carrying a rather battered mobilephone.

After cleaning off the mud and grass, the dealer switched it on. It powered up. He rang the operator. She rang him back. It worked perfectly.

Fortunately the dealer recognised that the mobilephone was a dead ringer for one he'd sold only a few weeks earlier. A quick call to Mr. Kerr confirmed his suspicions.

It hadn't fallen off the back of a lorry, but off the back of a motorcycle.

Panasonic

Cellular Mobilephones

## MOBILE COMMUNICATIONS 3

The 1991 pan-European digital system

## The car phone is set to get an open passport

EUROPEAN manufacturers have largely missed out on the first generation of cellular telecommunications. They are now trying to leap-frog the rest of the world in developing and implementing the second generation.

This is the central rationale behind the plan to introduce a pan-European mobile telephone system from 1991. Under this, motorists will be able to drive from Edinburgh to Seville using the same phone.

At present, this is impossible. There are four different and incompatible versions of cellular telecommunications being used in Europe. In each country, moreover, different radio frequencies have been allocated to mobile telephony.

This is not only frustrating to consumers, who find that their phones become useless when they cross national frontiers. It also appears to have harmed European manufacturers, because they have had to cope with a fragmented market. Different equipment had to be designed for different markets and many manufacturers concluded that they could not build up the economies of scale to justify the necessary research and development expenditure.

Although Nokia of Finland and Ericsson of Sweden have both made an impact in the world's cellular telecommunications markets — helped by the extremely high penetration of mobile telephony in Scandinavia — other European companies are barely to be seen.

### European subscribers to mobile systems

	Subscribers
UK	311,000
Sweden	192,000
Norway	151,100
Denmark	55,800
Finland	80,600
West Germany	62,500
France	60,000
Austria	25,400
Netherlands	27,500
Italy	21,500
Switzerland	10,500
Belgium	8,500
Spain	6,000
Iceland	5,500
Ireland	3,800
Luxembourg	200

mobile phones communicate with the base stations by using radio signals. When users move from one cell to another, their calls are automatically handed over to the next base station without interruption.

One of the reasons that the present analogue systems are having to be replaced is that — at least in the UK — demand for car phones has been growing so rapidly that the radio frequencies have become congested. The industry estimates that the new digital system — which will transmit the signals as a series of electronic digits rather than analogue waves — will allow about three times as many calls to be made in a given cell.

Another reason for moving to digital cellular technology is that it has, so far, not been colonised by any other trading block. Both the US and Japan still use analogue technology. Instead of starting from scratch, Europe has a chance to share research and development costs, and bid for contracts jointly. Matra and Orbital, for example, have an arrangement with Ericsson which allows them to bid for contracts and are co-operating on software and hardware.

The new pan-European digital system offers a hope of overcoming these problems. Fifteen western European countries — both within the Community and outside — have agreed to shelve their differences and develop common technical standards, which will give manufacturers one large market to attack. They are also allocating the same frequencies for the system so that motorists will be able to travel from one country to another and still use their phones.

Cellular telecommunications work by dividing a country up into "cells", each of which has a radio base station. The manufacturers will have two distinct markets to attack: one will be in providing operators with infrastructure (base stations, switches etc) with which to run their services; the other will be in selling phones to consumers. Each market is expected to be worth about £400m a year in Europe in 1990s.

It is the first market that European manufacturers are least vulnerable to outside competition. Although the era of backing national champions is supposed to be coming to an end, operators — which, in most cases, will continue to be the traditional state-run telephone companies — seem likely to favour local companies.

In the UK, Vodafone — one of the two operators — has awarded its initial £50m contract to Orbital of the UK and Ericsson. It has made clear that Orbital, which is Vodafone's sister company, will get the lion's share of future orders.

Cellnet, the other UK operator, has chosen Motorola of the US for its initial system. However, Mr Colin Davis, its managing director, said this was only because Motorola would

Hugo Dixon



The Multitone Stalguard System is a small, lightweight unit, clipped to a belt or carried in a pocket and is ideal for anybody working alone or in an isolated or hazardous environment.

The system divides the area covered into 10 zones, thus allowing the control centre's personnel to identify the whereabouts of the call very quickly. The unit's signal can set off a general alert or a radio pager if a specific person is required quickly.

## SERVICES IN EUROPE

### A competition bandwagon

THE CREATION of a pan-European mobile phone network not only provides an opportunity to give a boost to European manufacturers. It is also a chance to rethink the way that mobile services are provided to the customer.

The key question that needs to be answered is how much competition there should be in the provision of these services. Should they be a state-controlled monopoly, run by state-owned monopolies, or should there be several competing suppliers?

The UK's operators — Cellnet and Vodafone — are emphatic that competition is best. They contrast the spectacular growth of cellular telephony in the UK with its sluggish performance on the Continent, apart from Scandinavia, and attribute this to the structure of the UK market. "All countries are big enough to support two operators," says Mr Colin Davis, Cellnet's managing director. "It depends on the political will in the country concerned."

This competitiveness is said to result from three factors:

- there are two operators in the market not one, as in most of the rest of Europe;

- British Telecom has to maintain an arm's length relationship with Cellnet, of which it owns 60 per cent, so preventing it from abusing its near-monopoly position in mainstream telecommunications to dominate mobile telephony;

- about 60 service providers rather than the operators themselves are responsible for selling mobile services direct to the customer, so providing further market competition.

This structure, it is argued, has led to vigorous marketing of cellular telecommunications in the UK, a mushrooming in demand and a better deal for customers. Some of these claims are difficult to prove.

For example, although the prices of mobile phones are falling steadily, the price of making the phone calls has remained at obscenely high levels. And the large profits that Vodafone and Cellnet are now beginning to make have led to suggestions that the two operators may not be competing in those areas where it hurts them most.

Even so, the growth in num-

bers of subscribers in the UK has been impressive and other European countries are beginning to take the argument of competition seriously. France and West Germany have decided to license a second operator. Although one of these licences will be granted to the state-run telephone monopoly, which carries one licence, will go to the private sector. This may, in turn, lead to the development of a service provider concept, as operators compete with each other to expand their distribution channels as fast as possible.

A move towards competitive structures would also help those companies with trans-national ambitions. It is extremely unlikely that any European government would grant a foreign company a licence to run its only cellular service, but it might well allow a foreign company to own a share of one of its two services. Vodafone, for example, has already taken a 4 per cent stake in Cofira, the cellular rival to France Telecom, and would like to set up joint ventures in other countries. BT has similar ambitions.

Once the competitive structures have been determined, the operators will still have to decide many nitty-gritty details about how their networks will interlink. How, for example, will a Swede in Paris make a call to Milan, and how will he be charged?

The present thinking is:

- The Swede's phone will send out a digital code which will enable the French system to recognise him or her immediately as a visitor.

■ The French system will communicate with the Swedish system's computers to verify that the visitor has not been cut off for failing to pay a bill.

■ When the call is finished, the French operator will send a bill to its opposite number in Sweden, which will then charge the customer.

What has yet to be decided is how this structure will fit into a market which has several operators. How will the Swede's phone know whether to use France Telecom's network or Cofira's and how will the revenue be shared out?

Hugo Dixon

The Sensor tone and numeric pager, introduced by Mercury Paging last year, is claimed to be the smallest pager in the world. Weighing only 1.5 oz, the stylish pearly pager offers greater flexibility than the traditional "beep box on the hip." It can receive messages of up to 20 digits to enable receipt of international telephone numbers.

Photo: Mercury Paging

## MOBILE COMMUNICATIONS 4

Della Bradshaw looks at the rapid progress of mobile cellular radio services

## Growing quickly causes problems

**WHEN THE** British government decided to license two competing companies to operate mobile cellular radio services it was a unique experiment in Europe. Four and half years after the start of the two services the policy has had both its triumphs and its drawbacks.

The number of customers on the two networks has grown unexpectedly quickly. Racal Vodafone, one of the two licensed operators, now has over 200,000 users on its network, which makes it probably the largest single cellular mobile radio network in the world. Its rival Cellnet, which is owned by British Telecom and Securicor, will not reveal its figures, but estimates put them at over 180,000 and growing at the rate of 11,000 new customers a month.

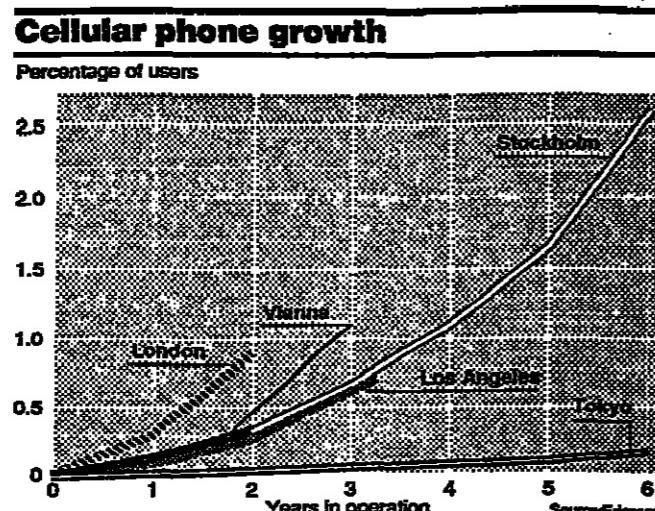
But with that growth has come problems. "The downside is that we have been forced by competition to move faster than careful planning would allow," says Mr Peter Waller, marketing director for Cellnet. Both Racal Vodafone and Cellnet have not had problems during the past four years because there have been too many calls made for the capacity of the networks.

Both the operators have engineered their way out of the difficulties, putting in extra telephone exchanges and extra "cells", each of which contains a radio transmitter and receiver.

Each cell works on a different radio frequency to its neighbour; the smaller the diameter of the cells the more often the same radio frequencies can be used, and so the more calls can be made. Now, according to Mr Chris Gent, managing director of Racal Vodafone, the worst congestion rate is between 10 and 15 per cent during the busiest hours on Vodafone.

In addition the two operators have been given extra radio channels in the London area, the most congested area in the UK, to try to alleviate the problem. Cellnet has asked the government if these radio channels can also be made available in other major cities, such as Birmingham, to cope with the congestion.

The UK is not alone in having to increase the number of radio channels needed for its analogue cellular radio service.



**The operators have engineered their way out of the difficulties, putting in extra telephone exchanges and extra "cells", each with a radio transmitter and receiver**

mobile radio system. Although the NMT-900 service has been in operation more than a year and a half, there are still only about 20,000 customers using the service in Sweden, compared to the 175,000 using the older NMT-450 network. That is despite the fact that the newer system has lower subscription charges and the equipment is also cheaper.

Mr Claes Tadne, marketing manager for Telverket Radio, the cellular operator in Sweden, says the main reason for the slower take-up is the lack of handsets and the limited coverage area. Because the older NMT-450 system has a wider coverage area, customers are still continuing to sub-

scribe to that rather than the newer, cheaper system.

Mr Tadne believes there are two factors why cellular services in Scandinavia have been so successful. The first is the size of the Nordic countries and the distance between cities, and the consequent need for business travellers to have cellular phones. In addition, he says, Scandinavian countries have had some form of mobile radio communications since the 1950s, and so are familiar with the technology.

Both France and Germany are looking at the UK experience of competition and planning to imitate it. In France the PTT, France Télécom, launched its analogue Radiodécade 2000 mobile radio service in November 1985, and it now has more than 70,000 subscribers on a network which covers virtually the whole of France.

In the four Scandinavian countries there are likely to be more than 800,000 cellular phone users by 1991.

Although France and Germany are planning to introduce competition in the provision of the radio networks, the British government went further in its liberalisation policies when introducing cellular radio to the UK. It prohibited the two network operators from dealing directly with the phone users.

Instead, they had to appoint a number of competing retailers, which in turn could appoint their own dealers and installers. The accredited retailers are responsible for billing the customers, and the dealers for selling the phones and installing them.

As the retailers and dealers have been allowed to sell the cellular services in their own way, there has been a number of different approaches to the market. Some dealers, for example, choose to sell the phones very cheaply while charging more on the phone calls, while others bundle their charges together to include a premium maintenance service.

That has resulted in some confusion in the marketplace, but Mr Chris Gent of Racal Vodafone believes the system does work, as it gives customers the option of choosing a package which suits them. "I think it's good news as long as customers shop around. They must shop around, that's the key thing," he says.

Mr Peter Waller of Cellnet believes the way the industry is structured means the operator is not close enough to the customer; who in a minority of cases can have problems with the installation and service of the phone and subsequent operating difficulties. His advice to any country planning to introduce competing radio networks is to opt for the accredited retailer system, but to introduce legislation for installers and dealers to make sure the customer gets a good service at every level.

## RADIO DATA SYSTEMS

## The most efficient way to put the driver in the picture

COURIERS AND taxi-operators both suffer from the same problem - getting information to the driver accurately, safely and quickly. Not only is he probably in the middle of the road, and so cannot take notes, there is also the limitations of radio communications with which to contend.

There is congestion on the roads and a shortage of radio channels, and noise and, often, breakthrough from other radio systems. Furthermore, as the number of drivers, the driver is frequently away from his vehicle but they need to make contact with him.

To overcome these problems, and to provide a more effective service in the face of growing competition, service companies such as these are increasingly moving to radio data systems.

**Using voice, it takes about 1.5 minutes to provide information that radio data can give in four seconds**

The requirements of the two types of users are somewhat different in that the courier firm just needs to provide its driver with pick-up details while the taxi firm needs to ensure that details of a new job are broadcast to all drivers who are plying for hire in that particular locality so that they can "bid" for it.

The courier firm DHL, for example, has some 250 vehicles serving a 50-mile radius around London. They each have a small printer in the cab linked to the van's radio. This allows them to receive pick-up details such as name, address, floor of building and telephone number in case of queries. Using voice, it used to take about 1.5 minutes of dialogue to provide this information; now it only takes four seconds and it does not even matter whether the driver is in his vehicle.

The plan is to extend the system to cover the whole of the UK.

With voice-based systems, when the taxi dispatcher announces abridged details of a job, the first driver who responds gets allocated the job and is supplied with full particulars. In some systems he responds by voice while with others he hits an "Accept" button.

Mr Ken Burns, Dial-a-Cab's chairman, explains how it works: "Taxi drivers key their location into the system via the specially-designed computer in the cab. The system keeps a queue of all the cabs in

each of the zones into which London is divided. They can then, or at any time, check how many cabs are queuing in adjacent zones, just at the touch of a button. This means that drivers are able to move so as to provide a better service to their customers."

Once a call comes into the operation centre, and the operator has keyed details into his/her VDU, it only takes seconds for the system to work out which cab is the first one available in that particular zone and send it the details. Then, the required address etc. appears on the terminal in that driver's cab. The driver hits a button on his terminal to accept the job; otherwise it is passed to the next available driver.

London's largest radio taxi company, Computer Cab, which has 2,500 taxis on the

**The system keeps a queue of all the cabs in each of the zones into which London is divided**

road, has no intention of being left behind. According to Ms Miranda Twiss, its spokeswoman, it also has PCO approval for its Admiral system on which it has started trials. The system will involve 100 cabs and will provide "digital details". That is, once a driver has accepted the job, he will be sent full details digitally to a terminal in the cab. As soon as the trials prove satisfactory, the equipment will be installed in the whole fleet.

Once that gets well under way, Computer Cab aims to move to direct vehicle location which obviates the need for the driver actually to key in the position of his cab.

However, before this occurs, it is likely the competition will have hotted up between London's cab companies, another of the capital's radio cab companies, expects to have its system from Mobile Data operational by next April. The improved service that results will be vital - after all the competition is for account customers, and it is a service for which they pay.

**Adrian Morant**  
The writer is European Editor of Telephone Engineer and Management

## We've answered the call for a Pan-European network

Orbitel Mobile Communications is the first company to have announced an order for operational equipment in the development of Europe's new digital cellular radio telephone system.

Between 1991-1999, some 10 million users will benefit from some of the world's most advanced mobile telecommunications technology provided by Orbitel and its partners.

As the UK's leading participant, Orbitel is committed to improving and expanding vital new systems of communication throughout Europe.



Orbitel Mobile Communications Limited,  
Head Office: Keytel Centre, Ashford Way,  
Basingstoke, RG25 8BG, England.  
Tel: 0256 842463 Fax: 0256 845207

**BE SMART  
ORDER YOUR CAR'PHONE  
FROM US AND  
SAVE £300  
ON YOUR AIRTIME CHARGES\***

**RING OUR HOTLINE  
0256 493649  
FOR DETAILS**

**AA**

**MOBILE  
COMMUNICATIONS**

**We're all you need to know**

\*Available to existing AA Members or Members joining prior to the end of October 1988.

**UK government move frees airwaves and widens options for users, while giving manufacturers a more attractive market**

## Prospect of 1m subscribers woos car radio networks

THE NEW field of cellular mobile telephony has expanded with such speed over the past few years that it has distracted attention from the longer-established car radio business. But the conventional car radio industry is also now in the throes of radical change, moving into an era of a much larger volume market and increasingly flexible use.

The key to this evolution lies in the regulatory framework governing the use of airwaves. Following an official report in the early 1980s, the UK government decided to allocate a part of the broadcasting spectrum which had previously been reserved for television transmission to the car radio sector, at the same time licensing a number of new operators. This has had the effect of making it economically viable to establish trunking systems in the industry — networks in which users can go to a central operator who can allocate lines from a number of channels.

The establishment of this networking concept, broadly

exchanges into a wired network leased from British Telecom and Mercury.

The regulatory changes also included a move towards marketing through service providers and the establishment of common standards so that equipment designed for one network could be used on another. Both of these ideas have also been used effectively in the cellular mobile industry as a means of stimulating competition.

Service providers, who sell the network offerings at the high street level, are expected to compete vigorously for business; and common standards mean that users are not locked into one system, while equipment suppliers have a larger market to serve.

"The new organisation of the industry has given the operating companies genuine incentive to invest," says Mr Collin Mackie, sales and marketing director of Band Three Radio.

"At the same time, manufacturers have a more attractive market to aim at because the market is potentially much larger," he adds.

How these concepts will work out in practice is still to be seen. The industry at present is still in its infancy as the newly-licensed companies build up their networks. Band Three Radio, for example, is currently operating local and regional services with the aim of expanding these within a year or so into a national network. National One is similarly building up its infrastructure.

Market forecasters, however, estimate that the new trunked networks could double the size of the conventional mobile radio market by the mid-1990s, taking it from about 500,000 subscribers today to around one million.

On the basis of the licences that have already been granted to set up the new system engineers calculate that 200,000 subscribers could be satisfactorily accommodated, and there are suggestions that further channels will be released by the government at a later date. Some executives believe that the 200,000 subscriber level could be reached as early as 1992.

These optimistic forecasts are based on the conviction

labelled the Band Three Radio system, has dramatically widened the scope of user choice.

Previously, users of mobile car radios had two options. They could go to the government and receive a licence to use a particular channel on which they could establish their own private system; or they could subscribe to a local community repeater system.

Both of these alternatives have had significant disadvantages. The first is prohibitively expensive for all but the largest users such as the police or the electricity and gas utilities. Such organisations have built their own national systems, becoming radio telephone operating companies in their own right in order to run their services — an option that is clearly not available to most companies.

Under community systems a number of local subscribers in effect share party lines in a fairly constricted geographical area. While cheaper than operating a tailor-made service, this has the disadvantage of limited coverage and lack of security. It is easy to listen into the lines, and the quality is not always high.

The changes brought about by Band Three can be seen most clearly at national level. Under the new government regime, two country-wide operators have been licensed, charged with the establishment of car radio networks that will cover at least 80 per cent of the population.

The two operators, National One, backed by the General Electric Company, and Band Three Radio, a consortium comprising Philips, Digital Mobile Communications, Racal and Securicor, have each been given an initial tranche of 100 channels. At this level it is calculated that a national system becomes economically viable.

Capacity can be multiplied by using the same frequencies in different areas where transmissions do not overlap — indeed, Band Three believes that it can achieve a capacity of about 550 channels within the UK in this way, and messages can be sent the full length of the country by using radio links for the local calls but then linking the regional

"Investors might use cellular for managers, but Band Three for service staff"

that there is a substantial business market for a cheap alternative to cellular mobile telephony. Band Three technology is not as expensive to install and operate as cellular because the radio cells which it uses are larger — hence requiring fewer transmitters and other equipment — while long-distance calls are dispatched through fixed leased lines to subscribers within the same company rather than switched to corresponding lines anywhere through the conventional telephone system.

Mr Mackie says that present estimates indicate that the cost of national calls under the Band Three system will be only about 60 per cent the price of a connection to the cellular network. This, he believes, will be highly attractive to companies that want to make frequent short calls to a number of their personnel or businesses, for example, that have to control service engineers from a central headquarters or companies running distribution fleets.

"A typical investor might use cellular for its managers,

but Band Three to control its service staff and distribution organisation," he says.

At a local level, Band Three will be still cheaper for those companies opting for a service that will only allow them to communicate within a city or a region. These types of subnetworks are likely to account for a substantial proportion of the total market, which is expected to comprise regional services at around 50 per cent of the total, with local services accounting for another 25 per cent and national making up the other 25 per cent.

Longer term, there are two broader questions that will imminent growth. The first is the extent to which the big companies currently operating their own dedicated systems might be attracted to the trunked network. There is some incentive for the government to nudge the industry in this way to make better use of the available frequencies, and the new system may well be substantially cheaper to operate than dedicated networks.

The second is the degree to which Europe may come together to develop a pan-European network. Technically, this should be possible, and there might well be a satisfactory market as trading between countries in the Community increases.

There are hopes also that the region will move towards a common operating standard — France, for example, has shown interest in the standards adopted in the UK.

But executives concede that these opportunities are very much on the horizon at present. For the moment, the priority is to build a viable UK industry.

Terry Dodsworth

The Metropolitan Police has now ordered more than 2,000 Philips PFX 98-channel portable radios. Here Sergeant Peter Gordon uses a portable radio to liaise with the Thames River Police.

The radio boasts a loudspeaker-microphone unit which can be clipped to a uniform lapel or pocket, with the portable worn at the belt.



## The mobile communications network for all your fleet. (Not just for flagships.)



If you were specifying a mobile radio network to improve the efficiency of every vehicle in your fleet, how would you go about it?

You'd want vehicle-to-base communications.

No call charges.

A choice of national or regional coverage.

Total privacy. Superb sound quality. And immediate channel availability.

In fact, you would have specified National One — the country's first national, fixed-cost, two-way mobile radio network.

If you operate any of the four million company-owned vehicles which are out of touch as soon as they're out of sight, it could transform the way you do business.

For example, when an important customer wants urgent attention. (To organize a pick-up, just pick up the radio.)

When your drivers want to say that they're running late for

their appointments. (They won't run even later looking for a phone box.)

When you want to re-route a truck. When a driver hits a tailback. To give directions. Get help to breakdowns. Confirm orders. Check stock availability.

In fact, every time that a quick word with a driver would save time, trouble and money, National One has the answer at the touch of a button.

For more information about National One, call 0245 266566 or write to GEC-Marconi Communication Networks Limited, Elettra House, Westway, Chelmsford CM1 3BH. We'll send you the facts about the network, and about the service providers who can supply the equipment which uses it.

We think you'll find that when you take National One on board, all of your fleet will enjoy plainer sailing.

**S&C**  
NATIONAL  
**ONE**

THE POWER OF  
FREE SPEECH

## Portable link-up

The British-designed and built E-Note, recently launched by Trend Telecommunications, is claimed to be the world's first portable remote data communications and messaging terminal. E-Note facilitates communications between a

A GEC-Marconi company

## MOBILE COMMUNICATIONS 6

The problem of fragmented paging markets

## A scanning solution

THE USE of different radio frequencies for transmitting signals has so far prevented the development of international paging in the same way that similar problems have delayed the creation of international cellular telecommunications services.

However, the solution to the problems of fragmented paging markets is likely to be different from that which is being advocated for cellular telecommunications. This is because, in many ways, paging is its poor relation.

The bleeper has neither the glamour of a car phone nor its industrial importance. Moreover, while it is possible that significant numbers of business people will want to travel around Europe using the same car phone, it is unlikely that there will be so much demand to roam abroad with a pager.

The solution to Europe's fragmented market in cellular telecommunications has been to knock manufacturers' heads together to produce common standards and to clear away a common set of radio frequencies for the phones to use. The Continent's fragmented paging market is unlikely to spur the civil servants into comparable activity. Clearing away a common set of frequencies is a complicated diplomatic task, as the existing users of those frequencies — who are often the armed forces — have to be shelled elsewhere.

The way forward is therefore likely to involve following the approach that is now being adopted in the US, where different states use different frequencies for paging. The country is developing nationwide paging by a new piece of equipment, called the scanning pager, which is able to operate on a whole range of different frequencies.

In addition to offering a solution to regional paging problems, the scanning pager pro-

RADIO-PAGING SUBSCRIBERS IN EUROPE	
Country	Subscribers
Austria	55,412
Belgium	38,239
Denmark	31,500
Finland	18,850
France	80,400
Italy	16,500
Luxembourg	1,353
Netherlands	145,000
Norway	50,124
Spain	14,500
Sweden	92,180
Switzerland	22,497
UK	550,000*
W Germany	158,273

January-May 1988 figures \*Estimate

the Japanese electronics group. The argument is due to be settled later this year at a meeting of CEPT, the European standards body. The scanning solution is expected to be chosen.

Whatever is decided on an international level, domestic paging is likely to remain the predominant activity. Within the UK paging market, there have been two main developments recently.

The first has been the introduction of more sophisticated pagers since 1983, which do not simply give out a bleep alerting subscribers to the fact that somebody wishes to contact them. The new "alpha-numeric" pagers display messages, telling subscribers who to call and on what number.

These alpha-numeric pagers have proved extremely popular and Digital Mobile Communications, one of the UK's paging operators, estimates that almost half the new subscribers are choosing them.

The second development in the UK has been the attempt to create more powerful competition in a market still dominated by British Telecom. BT accounts for over 80 per cent of the country's 500,000 pagers.

BT owes its dominance largely to two key factors: it has been in the market so much longer than any other player, and its earliest competitors were not able to challenge it effectively. There were also complaints that BT made it difficult for its rivals to interconnect with its mainstream telecommunications network.

The upshot was that, although the three competitors — Air Call, Digital Mobile Communications and InterCity — were licensed in the early 1980s, they are only now beginning to build national networks and market share.

The UK government's response to this was to license further operators — Mercury Communications, Racal Telecommunications and Pagenet. Mercury and Racal were chosen because it was thought that these were large companies, experienced in other areas of telecommunications, which would be well-equipped to challenge BT. Their operations are still in the start-up phase.

Pagenet was a rather different case. It was a consortium of four paging companies — Air Call, Digital, InterCity and Pageboy. The idea was that, by clubbing together, these smaller operators would be able to share the costs of going nationwide.

In the end, the Pagenet licence was not activated for over a year, and two of the members of the consortium dropped out. It was only last month that the consortium's remaining members — Air Call and Digital — decided to move ahead with the project in a deal which also involves a partial merger of their networks. The whole package was designed to strengthen the companies, which are the second and third largest players in the UK market respectively, vis-a-vis BT. It remains to be seen if they will succeed.

Hugo Dixon

Things are happening in Mobile Communications

## WATCH THISPACE



Pace Communications (UK) Ltd. is a UK owned company specialising in the design and manufacture of bespoke radio systems

Pace Communications (UK) Ltd.  
Unit 5 & 7 Solent Industrial Estate, Hedge End,  
Southampton, England SO3 2FX. Tel: (04892) 88122

AT 89p A DAY FOR OUR WORD PAGER, WHO ON EARTH WILL WANT TO USE A PHONE BOX?



For as little as 89p per day + VAT, our Word Pager will keep you constantly in touch when you're out of the office, without having to run to find a phone.

The pocket-sized pager displays a full written message on its screen. It can even cope with long messages. If you're busy at the time, it can store messages

to be reviewed later at the push of a button. It's better for you and your customers, saving time and money.

We also offer outstanding after sales service, repairing or replacing equipment on site, usually within 24 hours.

Let this be the last phone number you need to ring 01-903 7755.



Or send the coupon to: Digital Mobile Communications, Freepost, Station House, Wembley, Middlesex HA9 6SY.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Tel No. \_\_\_\_\_

You're out of touch without us.

CALL 01-903 7755  
**DIGITAL**  
MOBILE COMMUNICATIONS

## CELLULAR RADIO

# In the US there are 75 operators - but Japan has only one

AT&T's Bell Laboratories first invented cellular radio. Ten years after the first trials of the system the US market is justifying its position as one of the world leaders in the technology.

There are now over 1.6m cellular radio subscribers in the US, in over 180 major cities. Over half a million of those have been introduced to the system in the past year.

As in the UK, every cellular radio customer has a choice in the US between two competing cellular systems. In each allocated district the Federal Communications Commission (FCC), the organisation which oversees regulatory and licensing issues in the American telecommunications industry, automatically gives one cellular licence to the local telephone company, or Bell Operating Company (BOCO), and a second franchise is open to bids from independent companies.

Although BOCOs are allowed to bid for franchises only in their own telephone areas, several have now bought up franchises in other areas, initially won by private companies. Bell South, South Western Bell and Pacific Telephone (PacTel) have all made major acquisitions. PacTel, for example, whose home base is California, now runs a cellular radio service in Atlanta, Georgia.

Some of the independent cellular radio companies have also been on the acquisition trail and bought out franchises in other areas. As a result of that consolidation, there are now about 75 cellular radio companies in the US, according to Lyn Rose at the Cellular Telecommunications Industry Association in Washington.

One of the major concerns for the cellular operators now, she says, is to make sure customers on one network can automatically "roam" onto another network (make phone calls on it) without having to register first with a different operator. That is mainly a question of commercial negotiations rather than technical difficulties.

Although the American cellular market has seen some consolidation in the number of operators, that number is growing again. Now that all the major cities in the US have cellular services, the smaller towns and rural areas are being introduced to them as well, and rural franchises are up for grabs. Victor Krueger, vice-president of the telecommunications industry analysts Dataquest, says the move to service provision in rural areas will be reflected in the type of equipment bought by the operating companies. "In the early days the large cities were covered, which favoured the large exchanges. As the services move out into smaller towns and rural areas, then the market will grow for smaller exchanges," he says.

Mr Krueger believes one manufacturer that could benefit from that shift is the Swedish company Ericsson, which has captured 8 per cent of the US cellular radio infrastructure market. AT&T scooped 37 per cent market share and the American manufacturer Motorola 36 per cent.

Motorola is the leading independent manufacturer of cellular radio handsets in the US, competing with international names such as the Canadian firm Novatel, the Finnish company Nokia-Mobira and a number of Japanese and other South-East Asian manufacturers.

Ericsson, in contrast to the 75 cellular radio operators in the US, has only one company selling cellular radio services.

That is Nippon Telegraph and Telephone (NTT), which runs the domestic Japanese telephone service.

However, the traditional telephone company will face competition from the end of this year, when a further two cellular radio operators will begin operations.

Each of the two new operators will be given half the country as its coverage area — NTT is licensed to provide coverage throughout Japan.

That has already proven a successful formula in the Japanese radiopaging market, where NTT provides a national radiopaging service, and some 20 other companies provide local or regional services.

There are now nearly 2.6m radiopagers in use in Japan, and, as in the US, the market is growing by about 20 per cent a year.

Although the NTT cellular network has been in operation since 1979, it still has only 180,000 subscribers. One particular problem is that although the network covers a high proportion of the country, up to half its subscribers are concentrated in the capital, Tokyo.

That means that like cellular radio operators in other capital cities such as New York and London, NTT is faced with tremendous congestion problems.

NTT is looking for a technical solution to the congestion, and is planning to produce a high capacity system to work alongside the current network.

The current cellular system has 25 kHz spacing between each call channel — the same as on the British cellular radio systems. However, the system under development will have 12.5 kHz spacing, which means



ish company Ericsson, which in 1987 captured 8 per cent of the US cellular radio infrastructure market. AT&T scooped 37 per cent market share and the American manufacturer Motorola 36 per cent.

Motorola is the leading independent manufacturer of cellular radio handsets in the US, competing with international names such as the Canadian firm Novatel, the Finnish company Nokia-Mobira and a number of Japanese and other South-East Asian manufacturers.

Ericsson, in contrast to the 75 cellular radio operators in the US, has only one company selling cellular radio services.

That is Nippon Telegraph and Telephone (NTT), which runs the domestic Japanese telephone service.

However, the traditional telephone company will face competition from the end of this year, when a further two cellular radio operators will begin operations.

Each of the two new operators will be given half the country as its coverage area — NTT is licensed to provide coverage throughout Japan.

That has already proven a successful formula in the Japanese radiopaging market, where NTT provides a national radiopaging service, and some 20 other companies provide local or regional services.

There are now nearly 2.6m radiopagers in use in Japan, and, as in the US, the market is growing by about 20 per cent a year.

Although the NTT cellular network has been in operation since 1979, it still has only 180,000 subscribers. One particular problem is that although the network covers a high proportion of the country, up to half its subscribers are concentrated in the capital, Tokyo.

That means that like cellular radio operators in other capital cities such as New York and London, NTT is faced with tremendous congestion problems.

NTT is looking for a technical solution to the congestion, and is planning to produce a high capacity system to work alongside the current network.

The current cellular system has 25 kHz spacing between each call channel — the same as on the British cellular radio systems. However, the system under development will have 12.5 kHz spacing, which means

that nearly twice as many phone calls can be made on the same number of radio channels.

The high-capacity system is being developed by NTT in conjunction with Japan's major telecommunications and electronics company NEC.

NEC is also developing a "space diversity system" for NTT, which involves fitting each car containing a cellular phone with two serials instead of one. That would mean in highly congested areas like Tokyo, where the "cells" on the network are small and close together, the cars would continuously pick up two signals and be able to switch the strongest.

Marconi Instruments, in launching the multi-system 2560 at Comex 88, Sandown Park tomorrow, claims that for the first time all of the world's major cellular radio networks plus the new Band III system exist together in one transportable package.

The 2560 combines AMPS, TACS, NMT-450/900 and variants, Radiocom 3000 and the new Band III system into a special adaptor, integrated with the 2565 Radio Communications test set, and the desired system is easily selected from the front panel.

All of the instrument settings may be saved in non-volatile stores, permitting rapid changing between systems of configurations. The testing philosophy used with the well-proven 2560 is incorporated in the 2560, reducing the learning time for existing TACS users.

The new Band III module tests mobiles by simulating the functionality of a base station or trunking system controller to check the data signalling and prove that the radio is working as a whole rather than as discrete modules.

NEC is also supplying network infrastructure equipment to one of the two rival cellular radio companies, which is building a network based on the NTT NAMTS cellular standard.

Its rival newcomer is planning to use the British-developed Total Access Communications System (TACS).

The Japanese electronics giant is also one of three major manufacturers supplying equipment for the competing radiopaging networks in Japan. The other two companies supplying infrastructure and paging equipment are Matsushita and the Japanese arm of Motorola.

Della Bradshaw

## MOBILE COMMUNICATIONS GUIDE

The Mobile Communications Guide will be available from IBC plc in December

Designed as a reference source for corporate users, editorial will cover aspects such as cellular, PHS, paging etc. coupled with a fully comprehensive directory of manufacturers and suppliers. To order your copy or to discuss advertising details please call:

Steven Brand on 01-837 4983 or write to:  
IBC plc, 57-61 Mortimer St, London W1N 7TD

## NEW!

### RENT A MOBILE RADIO TELEPHONE

during your stay in Brussels.

FAX: 32 2 219 50 93  
or telephone 217 10 50  
for information

FT  
A FINANCIAL TIMES INTERNATIONAL CONFERENCE

## The Outlook for World Mobile Communications

London, Hotel Inter-Continental  
7 & 8 November, 1988

Speakers include:

Mr Robert Atkins, MP  
Parliamentary Under Secretary of State for Industry

Mr Malcolm Ross

Arthur D Little, Inc.

Mr Kouhei Nishino

Nippon Telegraph and Telephone Corporation

Dr Stephan Pascall

Commission of the European Communities

Mr John Carrington

British Telecom Mobile Communications

Mr Nils E Martensson

Techphone Ltd

Mr Alan Sutcliffe

GEC-Marconi Communication Networks Ltd

Mr Gerry Whent

Racal Telecommunications Group Limited

Mr Ian McKenzie

Philips Radio and Communication Systems Ltd

Mr Armin Silberhorn

## MOBILE COMMUNICATIONS 7

Extending the advantages of mobility to the mass market

## How cordless telephony could revolutionise people's lives

THE UK is pioneering a new generation of cordless telephony. Unlike the present generation of cordless phones, which can only be used in people's homes, the new generation will also be able to be used in the office and out on the street.

Cordless phones will soon be able to offer the consumer many of the things that are now available only on cellular phones. Some analysts are even predicting that cordless telephony will eventually take over from cellular telecommunications as the hot sector of the telecommunications business.

The reason for this bullishness is that cordless telephony could be the key to extending the advantages of mobility to the mass market. The industry expects there to be 3m users in the UK and 7m in the rest of Europe by the early 1990s.

Cellular telephony, despite spectacular growth in recent years, has remained a business person's market. This is because of its expense. The phones themselves cost around £700, there is an annual subscription of £300 and it costs 25p a minute to make a phone call in the UK.

Cordless telephony is expected to be much cheaper: £200 for the phone, an annual subscription of £30 and a charge of about 20p a minute. Furthermore, the phones are likely to be small enough for people to be able to put them in their pockets. Cellular phones are either briefcase items or, more usually, bolted to a person's car.

Cordless phones will be smaller and cheaper than their cellular cousins, because they will use a simpler technology. To use them, people will have to be within 200 metres of a radio base station, tens of thousands of which will be dotted around the country in public or semi-public places such as garages, stations and pubs.

Cellular technology is more sophisticated because it allows people to make phone calls when they are on the move. When people move out of contact with one base station, they are passed on automatically to the next one without a break in their conversation. More-

over, cellular phones are always emitting a signal which tells the system where they are, so enabling users to receive incoming calls as well as make outgoing ones.

The inability to receive incoming calls and the need to look around for a base station before making an outgoing one has led some people to compare the new generation of

**The phones are likely to be small enough for people to be able to put them in their pockets**

cordless phones with public phone boxes. However, manufacturers argue that the limitations of cordless telephony are not particularly severe. The problem of not being able to receive incoming calls could be overcome by combining with the phones' pagers, which

takes a major step towards exploiting the market commercially when five telecommunications manufacturers - Ferranti, GEC Plessey Telecommunications (GPT), Orbital, Shaye and STC - agreed on a common technical standard for the system.

The agreement on a common standard was important for two reasons.

**The agreement on a common technical standard will give the UK a chance to sell the concept overseas**

• It will lead to a better deal for consumers. The adoption of a single standard should allow manufacturers to achieve economies of scale and so sell phones at cheaper prices. Even more important, it will mean that users will be able to use their phones wherever they

find a base station. They will not have to look around for a base station that is compatible with their particular phone, as there were several incompatible standards.

• It will give the UK a chance to sell the concept overseas. At present, there are no European or international standards for second-generation cordless telephony. UK manufacturers hope that, if they can build up a successful market at home, they will start to create a *de facto* standard in Europe and maybe elsewhere. This would give them a head start in exporting the products.

However, if a common standard had not been agreed in the UK, many feared that it would be impossible to persuade other countries to take them seriously.

Before a cordless phone service in the UK can begin, two further matters have to be decided by the Department of Trade and Industry in consultation with the Office of Telecommunications: who should the players be; and when should they start operations?

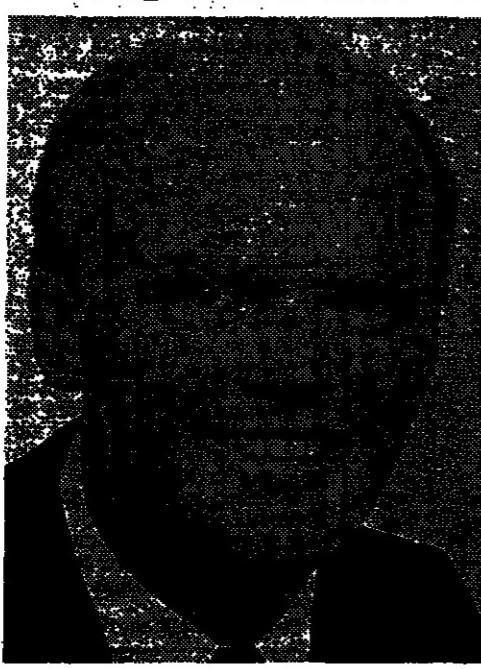
The DTI has already said publicly that it will license between two and four operators and indicated privately that four is the most likely number. If four are chosen, the favourites would appear to be British Telecom and Mercury Communications (the two mainstream telephone operators); Racal Telecommunications, which owns one of the two cellular licences; and Ferranti, which has done much to develop the concept.

The decision about when the service should start is complicated by the fact that, although a standard has now been agreed, equipment conforming to that standard could take up to two years to produce. Most manufacturers argue that it is best to develop a market as quickly as possible using the existing incompatible standards and transfer to the new standard when it is ready.

GPT, however, argues that it is better to wait, as transferring from one standard to another would be a messy business.

Hugo Dixon

**'UK still in the lead'**



BRITAIN is leading the way in the development of second generation cordless telephones, according to Mr Bill Jeffrey (left), managing director of Shaye Communications and chairman of the seven-company group which last month endorsed a common air interface standard.

"From the viewpoint of UK Limited, the agreement to support one CAI standard at this early stage is heartening," says Mr Jeffrey. "Without it, our technological lead in cordless telephony would have been at risk."

"Now British manufacturers are in a position to establish a *de facto* European CAI standard. That would enable them to attack European markets with great confidence."

The new CAI standard defines the radio interface between hundreds of base stations, ensuring compatibility between equipment produced by different manufacturers. This ensures that the consumer has choice of both supplier and telephone service provider.

The group, whose other members are GPT, Ferranti, STC, Orbital, Mercury and British Telecom, hopes to finalise details of the specification by next month. It will then be made available to the Department of Trade and Industry.

Products based on the new standard should be released by group members in 1990.

## THE MOBILE OFFICE

## Cost of wonderland

IT MAY seem far-fetched, but the day of the "mobile office" is just around the corner. A combination of the radio telephone, the portable computer and electronic mail services now makes it feasible to think in terms of the office as truly "dynamic".

Journalists can prepare their copy on a lap-top computer and file it via an acoustic-coupler and a modem. Travelling salespersons can "phone in" orders using similar combination. And high-tech executives can send their Lotus spreadsheets through their radio telephones in their cars.

Mr Tony Cleaver, head of IBM UK, for example, can link into IBM's corporate network via an IBM PC Convertible and a radio telephone, from the back seat of his chauffeur-driven limousine.

But running counter to this vision of a high-technology wonderland, recent controversy about the cost of radio-telephone services and the peculiar economics of this infant industry have soured the marketplace and led to increased caution from potential users.

IBM's Mr Cleaver is, in fact, one of the elite minority. Most of the early customers for the equipment which makes the mobile office possible have been individuals, rather than corporations. This is no surprise, given that the radio telephone technology, the key to mobile office systems, has been available at reasonable cost only for the past two or three years. But the market is changing, according to mobile communications retailer Talkland.

Mr David Spriggs, group marketing manager for Talkland, says that corporate customers have stood back, waiting for the market to mature. The signs of this maturity are now evident. "We are seeing large numbers of corporate customers looking to equip their staff with radio telephones now, because they see it as a valuable business tool," says Mr Spriggs.

He adds that the shift to mobile communications goes beyond the obvious uses such as a company's direct sales force. "Companies are installing the technology for a wide range of uses aimed at improving their ability to communicate."

Mr Spriggs estimates that a

mobile office, including the radio telephone, the modem and the personal computer, could be installed for about £4,000 to £5,000.

Talkland has converted a Renault Espace van into a showpiece for the mobile office under the product name Mobile Office Vehicle Equipment (Move). The unit includes a full-size Toshiba portable computer, a printer, a facsimile machine, a pocketed dictation unit and no fewer than three different radio telephone systems. For those idle moments, spent waiting for international telephone connections, the back seat of the Move vehicle features a video, a compact disc player and a colour television.

Of course, the Move unit costs a great deal more than

### A degree of maturity in what is still a very young industry

the £4,000 to £5,000 entry-level price. But it is a showpiece, rather than a serious product at this stage. Mr Spriggs sees a real product, which can be fitted to any car with the minimum of fuss, arriving in three or four years' time.

The year 1992 has other implications. In addition to it being the year when the European market becomes unified, it is estimated that this will be the time when a pan-European radio-telephone system will first emerge.

Earlier this year, European governments signed an agreement on the evolution of the appropriate standards which will make it possible to offer a trial service by then. A full service is expected shortly after, in 1993-94.

This will not only allow users of such systems to roam around Europe conducting their business remotely through the telephone system, but it will also homogenise the market so as to allow volume production of standard items. "This will definitely bring equipment costs down," comments Mr Spriggs.

It is less likely to have an effect on airline tariffs, however. To reckon the cost of using mobile office communications, the purchase of the

equipment is only the beginning. The cost of "airtime" - the time you actually use the communications system - is charged either by the minute or the half-minute.

This means that, if a call lasts just over a minute, it can cost the equivalent of two minutes' worth of airtime at the expensive rate. This can make a difference of as much as £30 a month on the service bill, depending on the pattern of use.

Such problems involved in purchasing and using mobile communications have led to two key developments in the past few months:

- Dissatisfied users have set up the Mobile Phone Users' Association to provide a forum to put pressure on manufacturers and airline suppliers to improve the service and reduce its cost.

- Several equipment suppliers have come together under the banner of the Federation of Cellular Retailers to put pressure on network operators. This forum is where the controversy over the conflict of half minute/full minute billing methods got its first public airing.

Both of these developments suggest a degree of maturity in what is still a very young industry. The youth of the mobile communications industry is put into perspective by the results of a Price Waterhouse survey of senior computer executives in the UK. According to Dr Kit Grindley, a consultant at Price Waterhouse, only 2 per cent of those surveyed saw any demand for "in-car" communications.

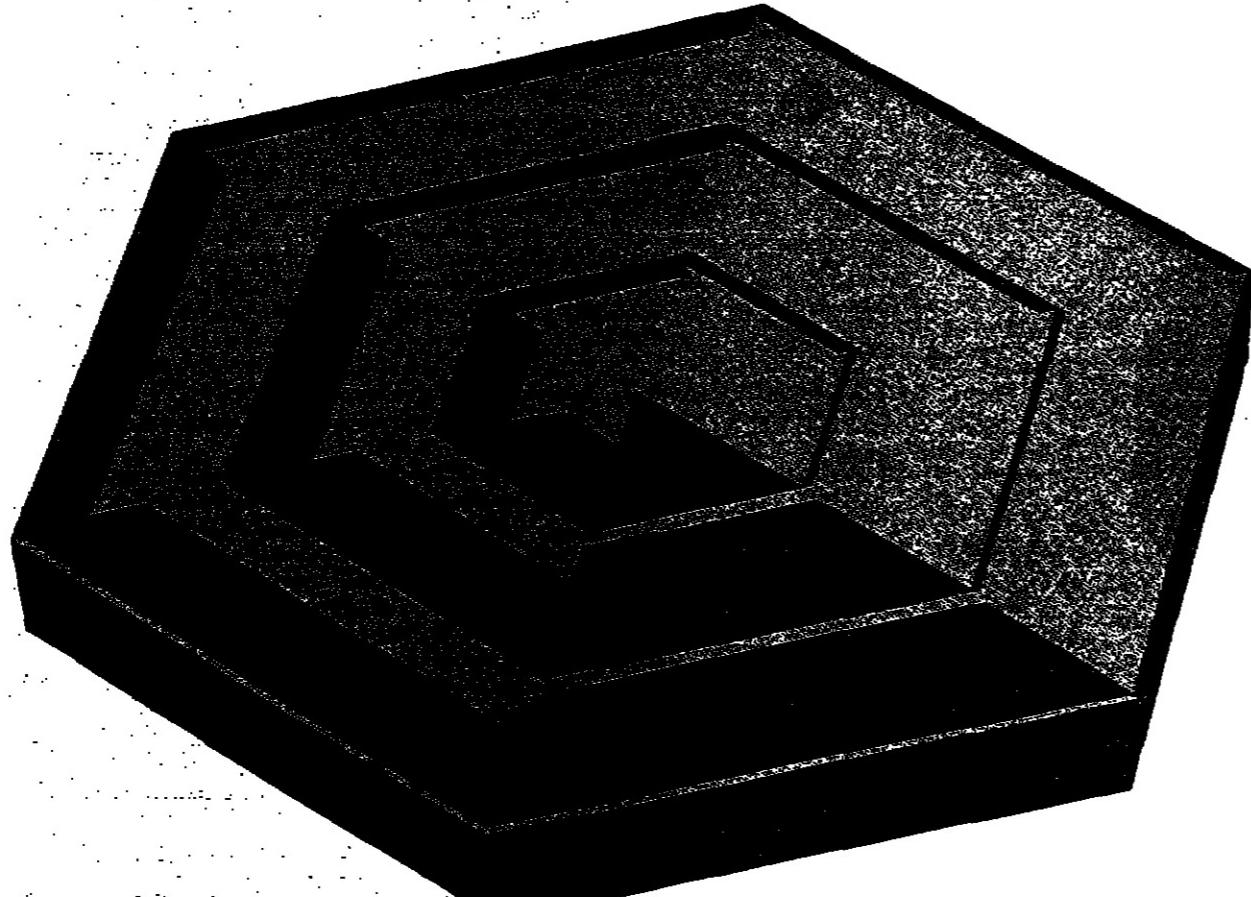
"The police are the only group which seems to have any real interest," says Dr Grindley. "And they want to be sure that a mobile office computer system will be secure."

Mr Spriggs of Talkland acknowledges that it is still early days for the industry and estimates that only 5 per cent of his company's current revenues come from office-related systems.

"There must be increased integration of the computer and communications equipment and more focus on specific applications. I think it will only be three or four years before we start to see systems like Move in common use," he says.

Philip Manchester

# One for all - all for Europe



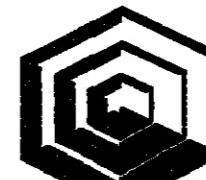
**The three-in-one efforts of AEG, Alcatel and Nokia pave the way towards the first Pan-European mobile radio network.**

Ten million Europeans may be mobile telephone users before the turn of the century. When the Pan-European cellular radio network (GSM) is a reality, they will be able to reach anyone anywhere in the world - and they can be reached from anywhere, wherever they are in Europe.

The technical competence of the ECR 900 - European Cellular Radio 900 - consortium by AEG, Alcatel and Nokia will guarantee that the digital Pan-European cellular mobile network (GSM) will reach every corner of Europe and be economical for both network operators and users. This is made possible by the technical sophistication of such features as cellular network architecture, time and frequency multiple access, digital radio switching and advanced coding technology. What could make more sense than to follow the lead of AEG, Alcatel and Nokia towards the first Pan-European mobile radio network?

ECR 900 by AEG, Alcatel and Nokia. One European Cellular Radio system for all Europeans.

ECR  
900



European  
Cellular Radio  
Consortium

© by SEL 1992 ECR 900

## MOBILE COMMUNICATIONS 8

Satellites seem likely to continue to have a role in international telephony and data broadcast

## Moving targets can still yield rich pickings

**THE SATELLITE** is the cornerstone of contemporary international telephony. But it has never been considered to be anything more than a temporary stop-gap.

The demand for satellite communications arose because the old and established cables, particularly those between Europe and North America, could no longer cope with the growing commercial traffic. But that was before the introduction of fibre optic cable.

The fibre optic transatlantic trunk number 8 (TAT-8) is nearing completion; and the enormous capacity of using light locked within glass fibres will more than satisfy the transatlantic telecoms requirements. Once that happens, there will be a choice of links, either a 3,000-mile connection by fibre optic cable or a near 50,000-mile connection into space and back again.

Even at the speed of light, there is an annoying quarter-second delay in satellite transatlantic conversations — and this is made almost unbearable if the echo cancellation techniques fail to work properly. Users will inevitably choose the faster cable link.

Which means either that the satellite industry will have spare capacity for some other application; or that it will need to find another application in order to survive.

Mr David Price is the general manager of L-Tec Data Systems, manufacturer and supplier of the highly specialist satellite modem equipment that helps put both voice and data into format that is transmitted to and via satellites. He believes that there are five non-military satellite telecoms applications:

- standard telephony that will continue to expand in the Third World but will slowly decline overall;
- back-up telephony for the vulnerable undersea cables;
- television broadcast;
- data broadcast;
- mobile telecommunications.

The last two are the least obvious and the most interesting. Data broadcast by satellite is perhaps the most conten-

tious. Instantaneous updating of dispersed terminals (information dissemination) is a self-evident option; Ladbroke already uses it to update all its betting shops simultaneously.

But the greatest potential benefit comes from inter-active data applications.

That is a growing industry in the US, and one that many pundits think will boom in Europe. A brochure produced by CAP Scientific for the European Space Agency provides a view that is likely to be echoed in the study entitled Micro-terminal Services for Europe, undertaken by the same team for the same authority. It paints a rosy European future for data networks and micro-terminals (otherwise known as very small aperture terminals — VSATs).

But this is not a view shared by Mr Price. The potential of VSAT data networks is not in question, he agrees. "But we

Leading this new technology is the organisation known as Inmarsat (International Maritime Satellite Organisation). Inmarsat operates nine satellites with a network of more than 20 coastal earth stations. It is a body with more than 50 signatory members from almost all of the world's major maritime nations, and an international headquarters in London.

Inmarsat's signatories are usually the member country's PTTs; the US signatory is the Communications Satellite Corporation (Comsat, owning 23 per cent), while the UK signatory is British Telecom, with 14 per cent.

The original intention was to provide shipboard (ship-to-shore) telecommunications services, and there are already more than 5,000 vessels throughout the world equipped for satellite communications — from yachts and fishing boats

additional or new service rather than a competitive service.

Mobile communications will be promoted rather than inhibited by the participating PTTs because they will all stand to benefit — and it has to be said that British Telecom International is likely to benefit more than most. BT may have got little right over the last few years, but BT can offer better international direct dialling than any other organisation in the world; which means that a disproportionate part of Inmarsat's traffic goes through BT's Goonhilly station.

However, whatever the reason for Inmarsat's success, there can be little doubt over the potential for international mobile telecommunications. Consider the large intercontinental trucking companies. Every truck could be in constant touch with its data centre and each other. Details of new destinations, loads, depots, collection and delivery details could all be received in transit via small Standard-C earth stations with omni-directional receivers on the roof, and the details displayed on a screen in the cab.

The potential for airborne telecommunications is just as extensive. International air traffic is increasing, and a large proportion comprises the movement of senior business executives. Until now, these executives have been literally incommunicado for the duration of the flight.

However, in October 1987, the first telephone call from a traditional airline took place from a Japan Airlines 747 to the coastal earth station at Ibaraki in Japan, via Inmarsat's Pacific Ocean satellite.

But ships are not the only vehicles that cannot have traditional telephone connections: transcontinental lorries and aircraft are both prime targets — and both markets are now being addressed by Inmarsat; to such an extent that a West German proposal recently suggested that Inmarsat's name be changed to the International Mobile Satellite Organisation.

It is at this point that the cynic might realise that the likelihood of success for mobile telecommunications is greater than that for business networks since Inmarsat offers an

Kevin Townsend

## INTERNATIONAL PAGING

## Europe on call for 1992

AS WE move towards the single European market the increasing number of salesmen and businessmen working outside their own countries will generate a growing need for radio pagers whereby messages will "follow-me" from one country to another.

At present there are 500,000 pagers in service in the UK. This is the highest density in Europe and is equal to 0.8 per cent of the total population (or 2 per cent of the working population). This is roughly double the rest of Europe.

Furthermore in the UK, generally recognised as the most sophisticated pager market in Europe with six competitive network operators, the growth rate is currently estimated to be around 30 per cent a year.

Not only that but, according to Ms Anne Kane, managing director of Air Call Communications, 55 per cent of her company's new customers are opting for message pagers. "In the industry as a whole, by 1991, we reckon that probably 40 per cent of pager users will be using message pagers," she says.

Current projections are that there will be 1m pagers in the UK by 1991 and that, for Europe overall, the penetration will reach 5 per cent of the

population by the year 2000.

However, common goals are appearing. A UHF Europe paging initiative is under way across Europe. Alphapage is being constructed in France and Citynet in Germany. While intended to cover major conurbations, they are both inefficient national systems as they are under the umbrella of the national PTTs. In addition, there is the possibility that Italy, Spain and Austria might follow suit and implement corresponding systems.

A British consortium of all the major paging companies, with the exception of Mercury, will also construct a system operating on the same UHF frequency to cover London and the South-East. Called Europage, it is expected to be operational around the end of 1992. Together, they will permit city-to-city roaming across the various countries.

Europage is essentially an integrated system and is expected to be linked with subscriber "follow-me" systems. It is a "follow-me" system so that callers will still have to telephone the national number to initiate the sending of a message, irrespective of where the user is currently located.

The indication of the British influence on paging technology

across Europe is the wide adoption of the POCSAG (Post Office Code Standardisation Advisory Group) signalling code that was approved by the International Radio Consultative Committee in 1985 as the recommended code for radiopaging, and will be the basis for European paging networks through into the mid-1990s.

That multi-national initiative will use high-speed POCSAG signalling operating at 1,200 baud — more than twice as fast as normal.

Further down stream will be ERMEC, the European digital paging system. Ten European member countries of CEPT, the organisation of European telecoms authorities, are meeting to define and then construct a paging network operating on VHF. The intention is to allow roaming across these countries once the specifications have been agreed by 1990 and coincidently with the single European market, in 1992.

This paging system will require technology in advance of what is available today. Although a bandwidth of 400kHz, is 1625kHz channels, has been allocated at 16MHz, a maximum of only eight of them will be available in any one country.

This necessitates a pager that is able to "scan" across these channels so as to settle on the ones that are actually in use. Current chip technology is too power-hungry and so at present it is not possible to build a suitable scanning pager that runs from a single LSV battery. However, it is believed that Plessey has some advanced technology that meets the needs for lower power consumption. This is a spin-off from work previously carried out on wrist-watch pagers.

It is estimated that only about 5 per cent of the user population will take advantage of the international roaming. Nevertheless, they will find it of inestimable value. This is because it is difficult to set up a detailed programme in advance for an overseas business trip and virtually impossible to keep to it.

In addition, the economics of scale that result from standardisation across Europe will be of benefit to all.

Today, the UK market is the

most advanced in Europe. In addition, UK companies have already contributed to paging developments in other countries.

For example, Air Call has set up complete turnkey systems in Ireland, Spain and Switzerland, as well as in the UK. According to Mr Warren Taylor, the company's chairman, "we believe that Air Call is the only company with extensive experience of designing, installing and commissioning and operating radio paging networks on a pan-European basis. Our next move in Europe will be in Denmark where we are setting up a joint venture with ISS — Denmark's biggest employer."

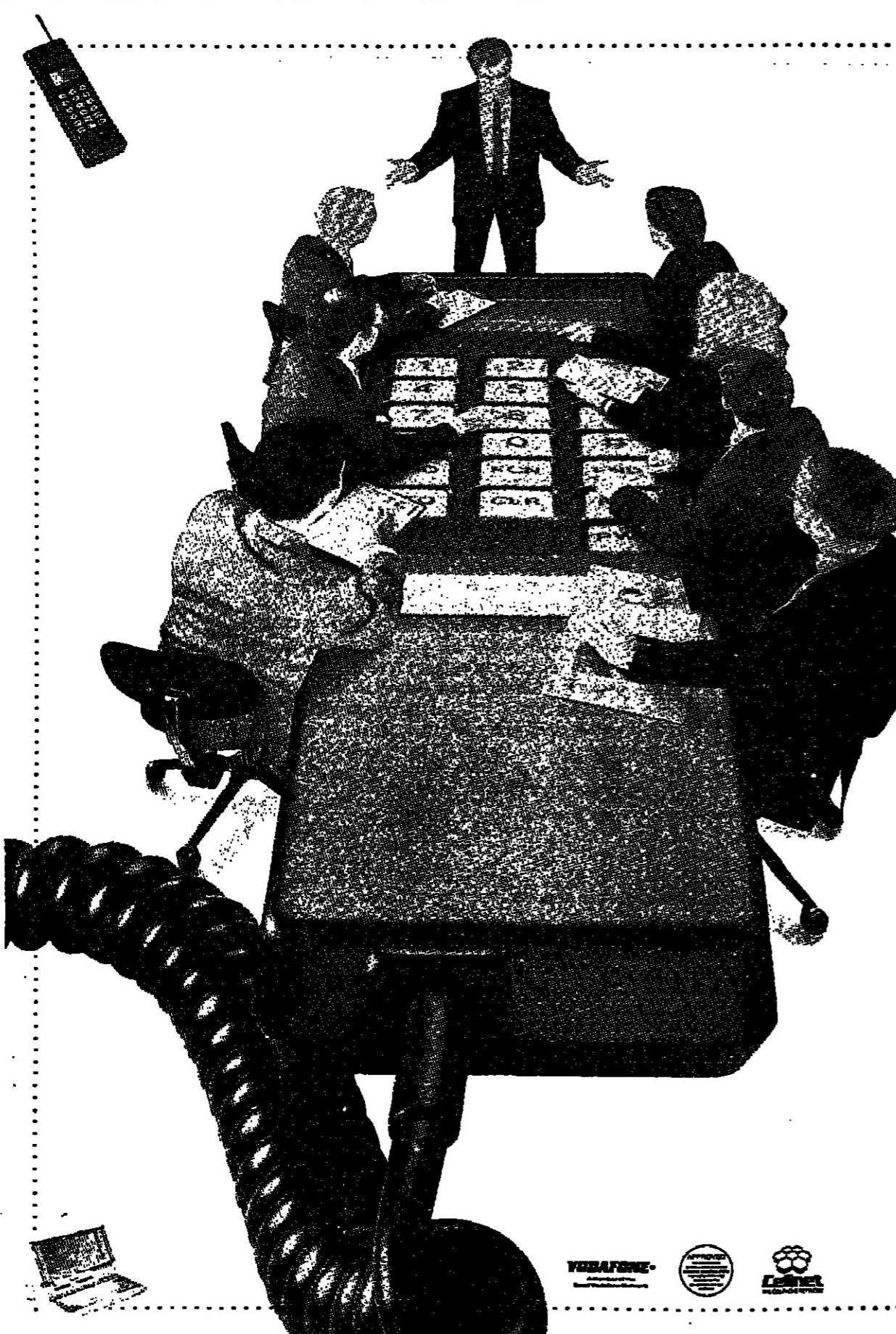
Another company with experience across Europe is Paging Systems, whose mission is to develop leading-edge technology, especially in radiopaging with emphasis on fully automated paging networks and associated management and software. Its systems were initially developed for its sister national radiopaging company, Inter-City Paging, but have achieved major sales overseas — especially Spain and Switzerland.

Mr Daniel Narro, who is expecting entrepreneurs to emerge in the wake of the liberalisation of European telecommunications. No doubt, he will be aiming to apply his expertise in a mutually beneficial manner as the business community in many other countries across Europe increasingly looks to paging in a means of keeping in touch.

And not just across Europe. Inter-City has also done a deal with National Satellite Paging of Washington DC. NSP currently has a 900MHz system which is currently covering 60 cities in the US and is being rolled out to serve other cities. It employs single-frequency compact pagers which can be used on the company's network in any city. Under the terms of the interconnect agreement the two companies will handle each other's traffic, linking the two companies by satellite across the Atlantic.

Hence, it seems as if the UK is embarking on the age of international paging instead of just national coverage.

Adrian Morant



## HOW TO GET THE BOARD EXCITED

We know it takes a lot to get big business organisations excited, but bear with us, we do have a lot to offer.

As the UK's leading one source supplier of communications equipment to corporate users Martin Daws Communications provide a rising scale of service with one major outcome; the bigger your business, the bigger the advantages.

For starters, the sheer scope of our range gives you unlimited access to every communications miracle on the market. From the well established benefits of cellphones and pagers, to the still to be exploited potential of Powerfax, Band 3 and mobile computers.

But to really get down to business, it's the way we back up our products that keeps us in front.

Like offering siteline provision on the two networks — Vodofone and Cellnet — instead of just one.

Like tailormade financial packages with the emphasis on long term cost effectiveness and not merely discounts.

Like reassuring you with a nationwide maintenance operation that means wherever your business is ... so are we.

Like cutting cellular siteline rates down to size.

When it comes down to it, Martin Daws are the most forward thinking and resourceful communications company in Britain. The fact that we're already investing in European Cellular links is proof in itself.

Getting the board excited about our vast range of products shouldn't be too difficult. Trying to restrain their enthusiasm for our second to none corporate service could be.

To action our Corporate Advisory Service contact:

0 9 2 5 - 4 4 4 9 4 2

**MARTIN DAWS**  
COMMUNICATIONS

Contact with tomorrow

THE BIGGER YOUR BUSINESS — THE BIGGER THE ADVANTAGES

Martin Daws Communications, Sales & Marketing Department,  
PO Box 88, Warrington, WA1 2HX. Tel: 0925 441942.